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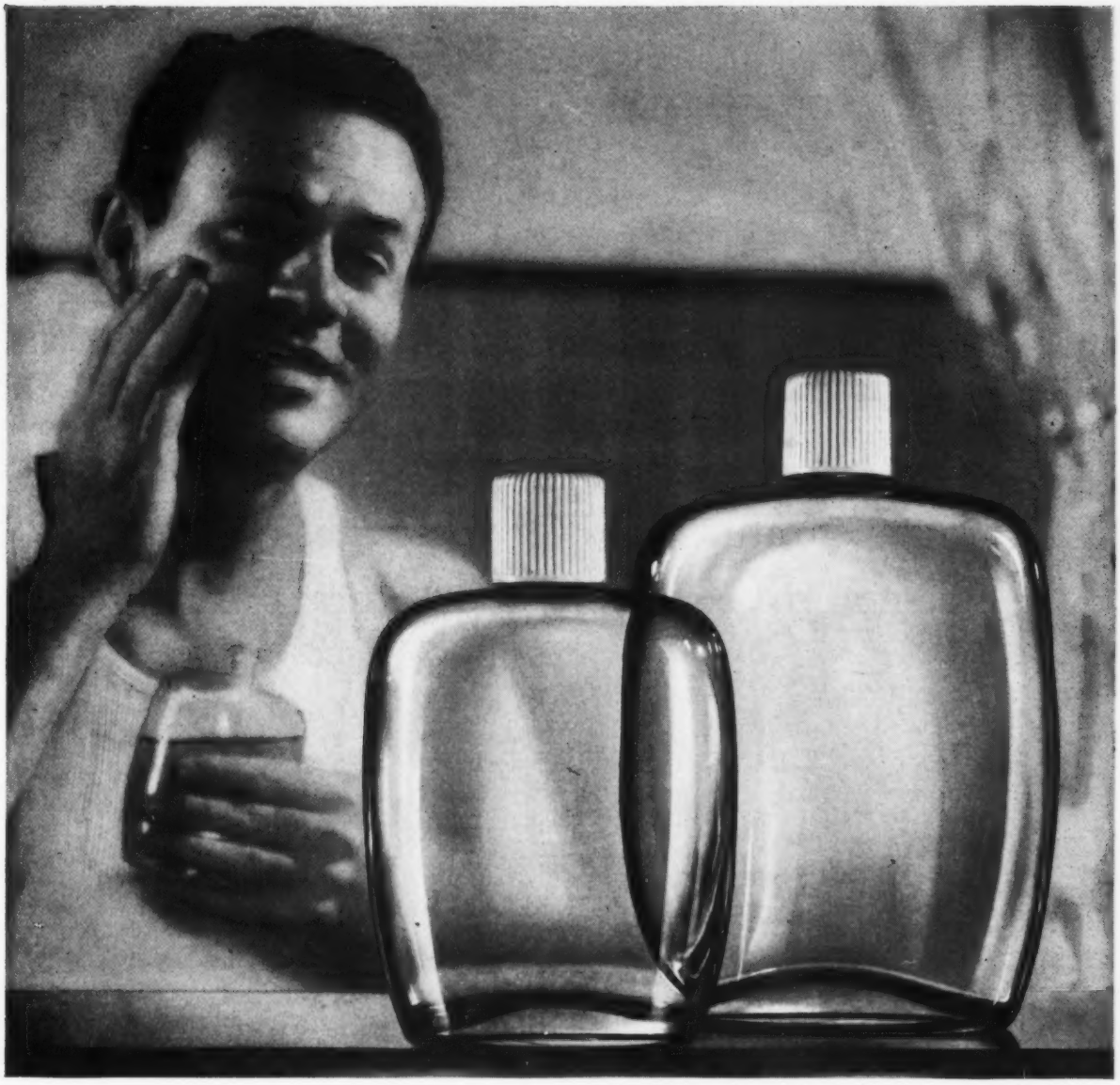

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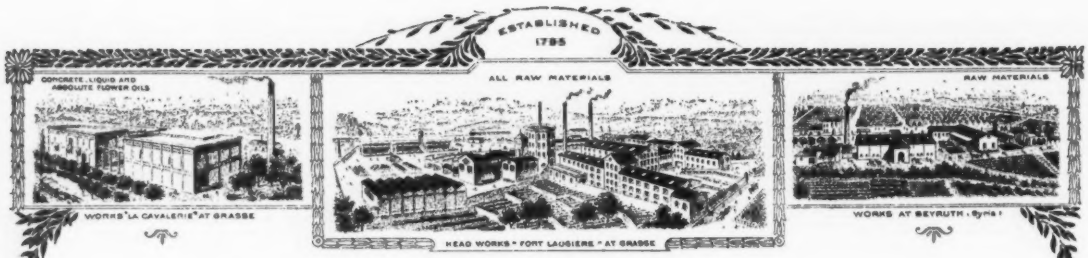

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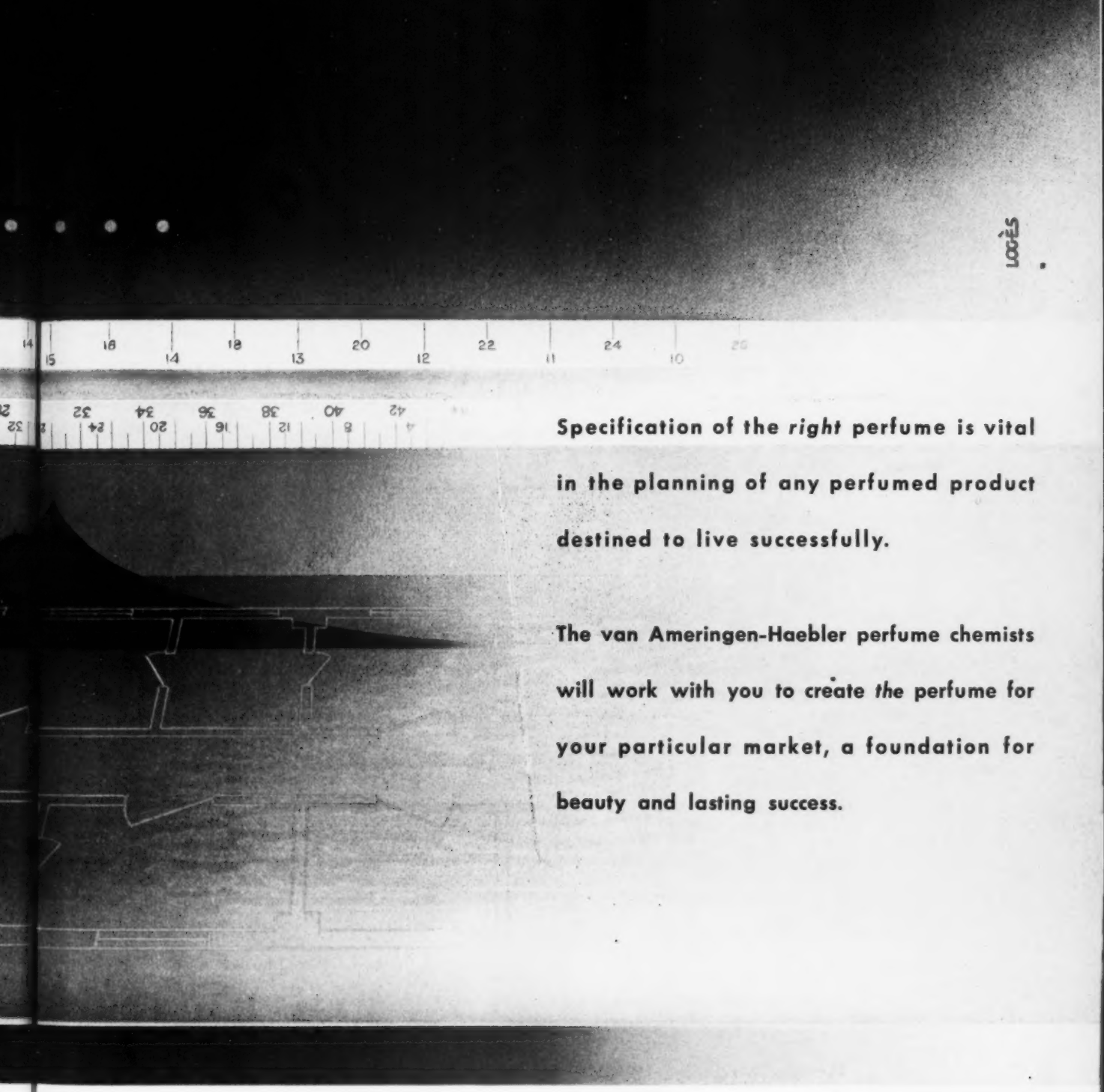

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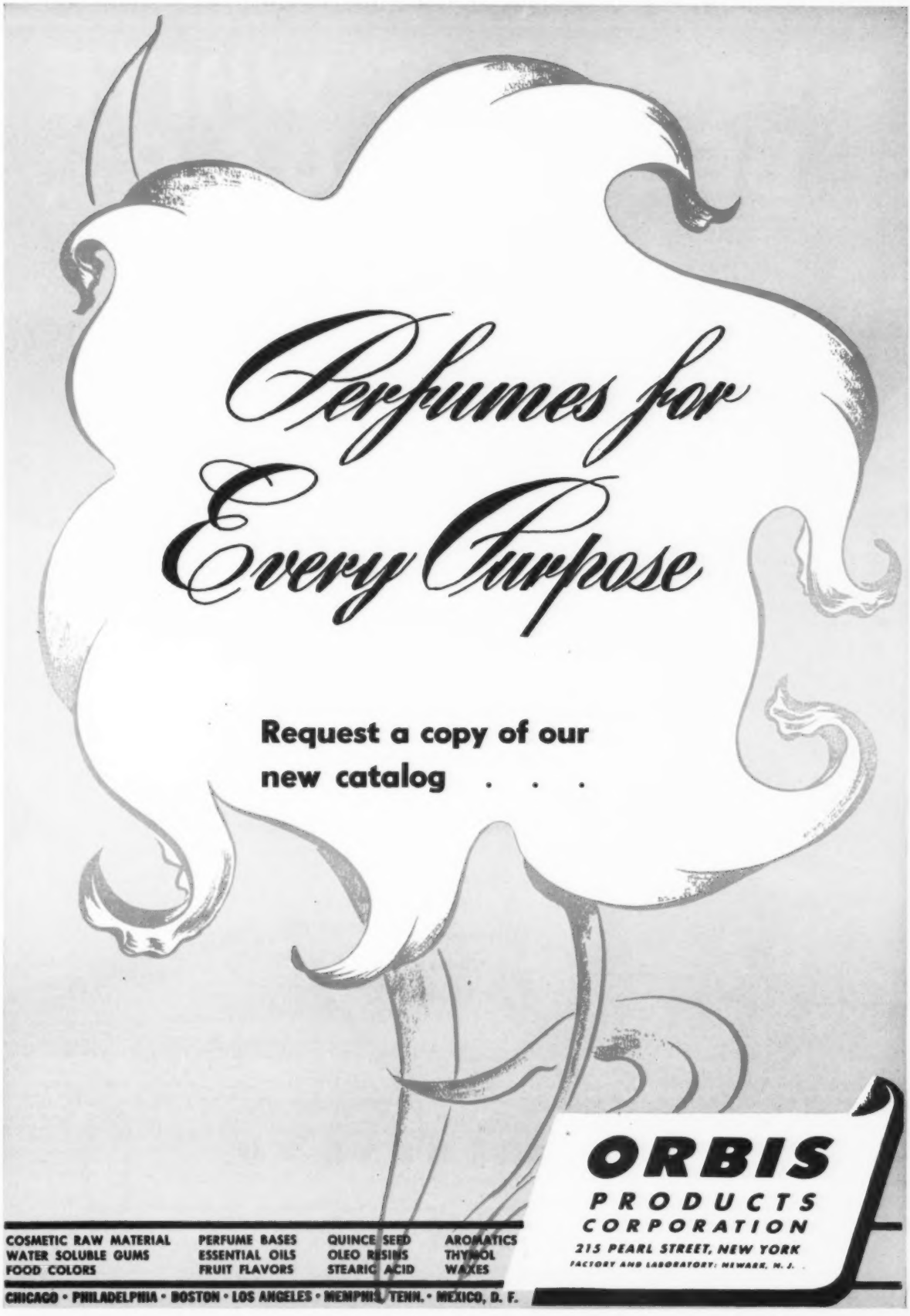
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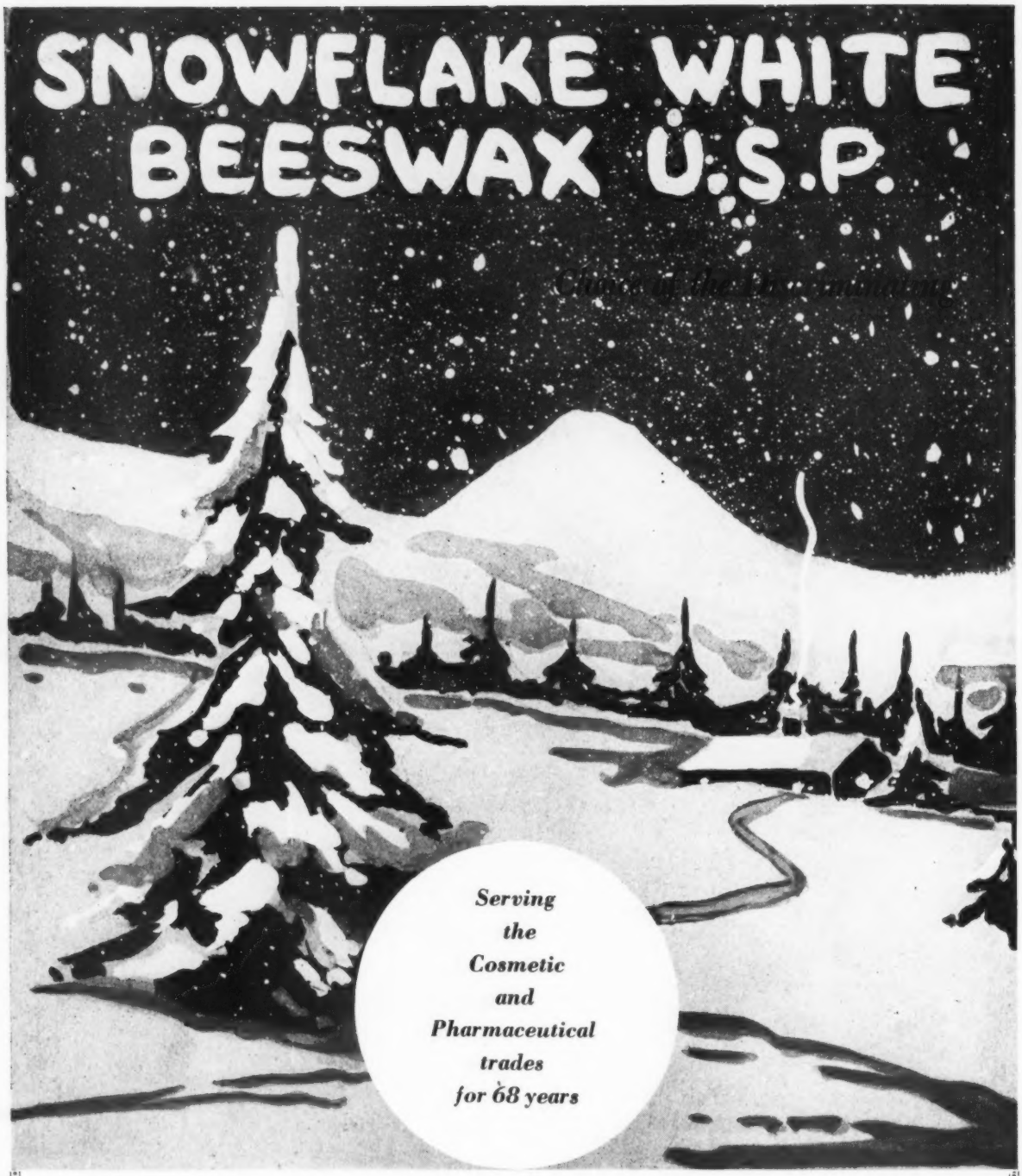

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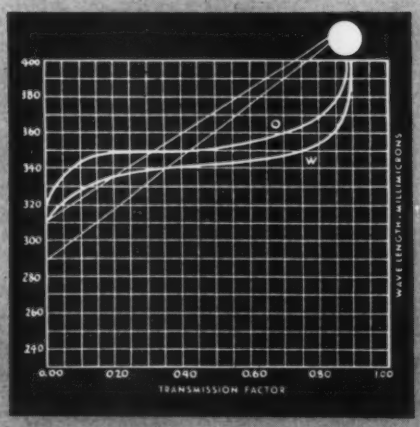

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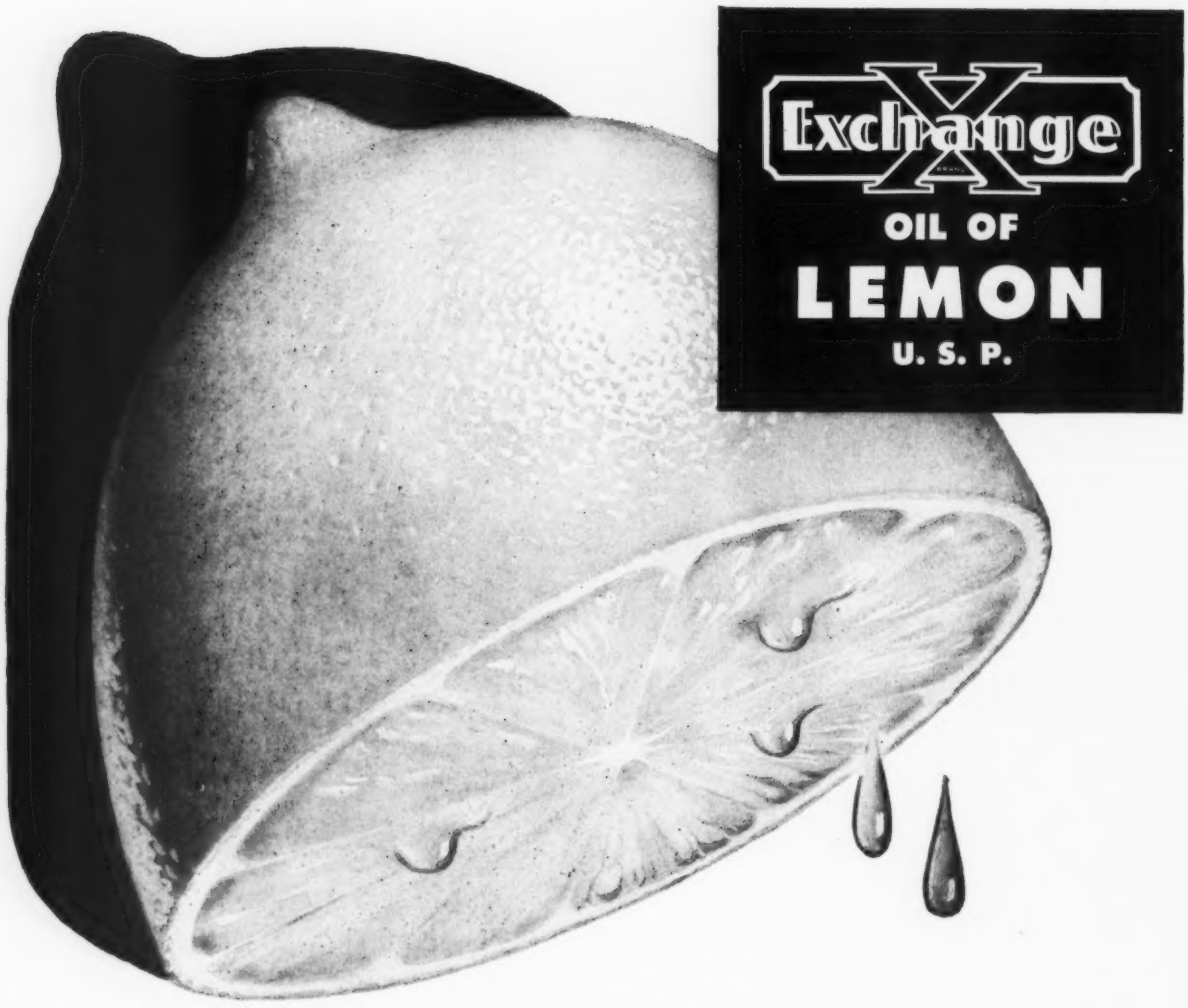

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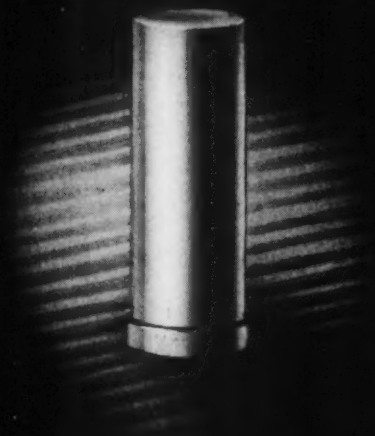

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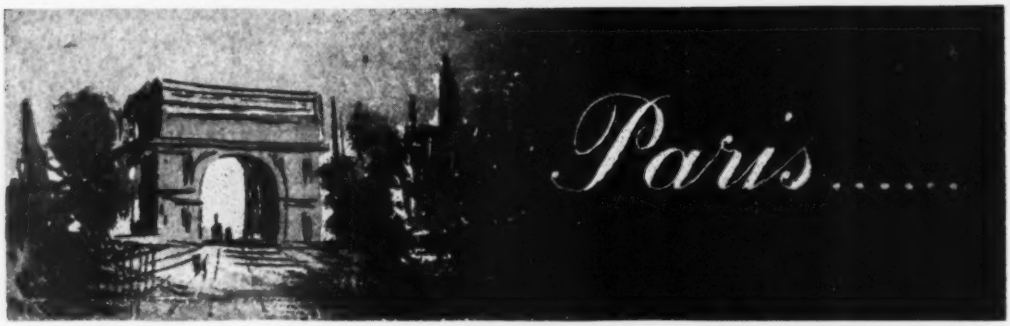

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PACIFIC COAST REPRESENTATIVE: NED BRYDONE-JACK, 714 West Olympic Blvd., Los Angeles 15, California . . . Western Office, Room 1328 Peoples Gas Bldg., Chicago 3, Ill.

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Editorial Comment

Proposed Trade Practice Rules

The hearing for the proposed trade practice rules for the cosmetic and toilet preparations industry was scheduled to be held in the Federal Trade Commission Building, Washington, D.C., February 10. The notice of the hearing stated that it was to be held for the purpose of presenting views, suggestions and objections to the proposed rules.

The rules are presented with the intent of preventing and eliminating unfair methods of competition and illegal or irregular trade practices which are injurious to the industry as a whole. Following the hearing, the Federal Trade Commission will consider the additional information received on the proposed rules.

The most important item on the list covers the practice of furnishing salespeople, or demonstrators, to retail stores. It is suggested as a guide to meet the requirements of the Robinson-Patman Act, and is issued as Plan A and Plan B. The plans are alike except that proportional service is rendered on the retailer's *sales* or *purchases.*

The plan calls for the substitution of other services such as advertising allowances, payments for display space, merchandising aids, or similar services, where the retailer cannot use a demonstrator's services.

Other subjects covered by the rules are: Misrepresentation, imitation of trade-marks, character of business, use of the word "free," fictitious pricing, passing off of industry product as that of a competitor, defamation, commercial bribery, obtaining a competitor's confidential information, inducing breach of contract, lotteries, coercion to fix prices, threats of infringement suits, selling below cost, and the return of merchandise.

Greco-Buddhistic head in the Gandhara style, about 300 A. D.

Gandhara

Greco-Buddhist art. A "blend" between East and West! Our GANDHARA represents an unusual blend between Oriental and Modern Western bouquets. It can be accentuated in either direction or used "straight" as a base or finished odor.

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New York: 667 Washington St. Chicago: 400 W. Madison St.

Desiderata

by MAISON G. DENAVARRE

M. G. DeNavarre at work in his laboratory

SHAMPOO MATERIAL

At long last, an American source for triethanolamine lauryl sulfate is established. This is the material that is used in one of the well known foaming soapless shampoos. It is sold in approximately 30 per cent concentration capable of being further diluted. The price seems all right too.

DETECTING ALLERGY

Morgan, writing in the *Archives of Dermatology 57,1050,1948,* illustrates and describes what he believes to be a method of determining in advance if the individual is the "allergic type." According to this writer, a wrinkle or a line under the margin of the lower eyelid, noticeable from birth on, is a sign of allergy. The illustration accompanying the text shows this to result in a sort of nice looking "bag" under the eye. It isn't the *weekender* type of bag . . . it is sort of an *over nighter* type. Right or wrong, it is an approach to the problem. In checking among my allergic friends, I must confess that they all display this identifying mark.

VITAMIN E FOR SKIN

Experiments reported by numerous researchers, but particularly by Shute, Vogelsang and Burgess, indicate that substantial doses of Vitamin E affect such things as comedos, dilated follicles (pores) and relieve follicular plugging. These are the bad offenders on otherwise, often normal skin. The fact that the vitamin E is usually injected does not necessarily mean that it has to be given by this route for the same results. For it is now pretty well established among all thinking therapeutists that the first effect of a drug is at the site of application. Another fact becoming established is, drugs that affect the skin when given by hypodermic injection, can often be applied in much lower concentration for direct application to the skin (particularly if the drug is withdrawn from circulation by one of the body organs) such as estrogen.

So, maybe a new vitamin will find its way into a useful drug-cosmetic, as did estrogens. Anyway, it is a new line of approach to an old problem.

LIABILITY AN ASSET

Things go through cycles. So often the machine-made product is superior to the hand-made product. Yet periodically, we return to the hand-made product because we feel —right or wrong—that it is better made in some way.

One British brand of cosmetics actually advertises that it is "hand-made." In fact it makes a point of it. What is usually considered a liability resulting from small scale hand manufacture, is capitalized by this company. It is an unusual slant and seems to work for the particular manufacturer.

But it can be generally said that machine-made cosmetics are superior to hand-made cosmetics. Many creams and lotions today are bought because of an appearance or consistency that is impossible to obtain without plenty of "machining." So, while "hand-made" cosmetics may be acceptable to some, it is difficult to see how numerous items can be made by hand methods, or how one can homogenize a cream without a homogenizer for example. The idea proves again, how some people can turn drawbacks into advantages.

HANDLING INFLAMMABLES

As time goes by, both laboratories and manufacturing departments are exposed to handling increasing numbers of inflammable liquids. The resulting hazard makes for uneasy sleeping at night. Yet there is no need for this uneasiness if your volatile solvents are stored in one of the approved safety cans equipped with a safety screen in the pouring spout.

The cans are available in sizes ranging from 1 pint up to 5 gallons. They are moderately priced and made with removable screens. The safety screen alone sells for less than a dollar, while the complete cans range from five dollars to a shade over eleven dollars for the largest size.

These are really the thing in which to handle and store inflammables, whether in large or small quantities. Even for laboratory use, it is pointless and dangerous to store more than a pint of inflammable material in ordinary containers when safety containers can be had.

PRESERVATIVES

Recent work reported by *Pearl* and *McCoy* and quoted by *Curran,* reminds us that a new series of preservatives is in the making. They

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. . Superior Skill

Competition develops aptitudes but winning skill is the product of aptitudes *plus* experience. You get this plus value to the nth degree at New England Collapsible Tube Company—the first to put toothpaste in tubes . . . as long ago as 1892!

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New England SHEFFIELD PROCESS TUBES

are the vanillates, most particularly ethyl vanillate. According to the original workers, these new chemicals are very effective against Penicillium, Aspergillus and Rhizopus, common molds encountered in this industry. Of course there are other molds to be wary of, as well as bacteria and wild yeast.

One of the major considerations in proving the usefulness of a preservative is keeping it in the water phase of the product, for it is in the water phase that spoilage most often takes place. It is rare to find mold growing on fats, though it can and does happen. But most mold grows in the water portion and the preservative should be of such a type that it is as readily soluble in water as in the fat . . . in fact it should be more soluble in water than in the fat for real assurance of preservation.

An entirely new kind of preservative involving organic fluorides is being tested. Maybe these will prove still more valuable.

FLEXIBLE STAINLESS HOSE

A considerable amount of stainless steel pipe is used in the cosmetic industry. More could be used if the pipe were flexible.

Now it is a fact. Stainless steel flexible hose, designed to convey liquids, air, gases or steam, at high temperature and pressure, can be handled in this new heavy wall, helically corrugated, non-magnetic hose of seamless one piece type construction. It is available in sizes ranging from ¼ to 3 inches in diameter. Two types are made one for *open pitch* requiring moderate flexing, the other for *close pitch* for maximum flexing. Standard length for the first type is 14 feet while the latter hose for maximum flexing is made in standard length of 7 feet. Longer lengths can be made by welding, brazing or coupling. Several kinds of couples are available. The hose is supplied in stainless steel types 304, 316 and 347, capable of withstanding pressures of 14,000 p.s.i.

From this it can be seen that the conveying problem for many cosmetic items can be aided considerably. The flexible length can be attached to a permanent pipe line, giving maximum utility.

QUESTIONS AND ANSWERS

728. LECITHIN IN SHAMPOO

Q: *This is to inquire how you would suggest incorporating lecithin to a liquid cream shampoo and still end up with a smooth emulsion. Would you suggest employing more than one-half of 1 per cent?*

P.K.—ILLINOIS

A: In cream shampoo, we would think that the lecithin should be dispersed in the synthetic detergent with as little water as possible at first; then dilute to the proper strength. We see no point in adding a half per cent. You should use 1 or 2 per cent.

729. EGG SHAMPOO

Q: *I am experimenting with an egg shampoo, using dehydrated eggs. The drawbacks of this material are color and odor.*

Is there any cosmetic use for cow's milk, or, to be more specific, the "skimmed milk" powder?

C.Y.O.—NEW JERSEY

A: The names of several suppliers of dehydrated egg powder are going to you under separate cover.

The difficulty with using cow's milk in any form is the matter of preservation. There is an entire line of nationally known cosmetic products which, presumably, is made with substantial amounts of milk. There appears to be no limitation on the amount used in these products, if preserved, and the cosmetic is properly formulated.

730. INSECT REPELLANTS

Q: *In the "Technical Abstract Section" of the American Perfumer issue, October 1938, under the heading "Insect Repellants, W. Rehdern," Deutsche Parf. Zrg; 24, 265, 1938, I shall thank you if you could give me further information as to where the said book on the formulas could be had and the price.*

N.I.—B.W.I.

A: The reference to the article entitled 'Insect Repellants, W. Rehdern,' is incorrectly given. The correct reference is—Deutsche Parf. Ztg., 24, 265, 1938, a trade journal.

We are quite sure you can get a photostatic copy of the article in the trade journal from the public library in your city. This journal is no longer being published to my knowledge, but was originally published in Austria.

If you are unable to get satisfaction from your own public library, we are certain that you can get a photoprint from the Bibliofilm Service, U.S. Department of Agriculture Library, Washington 25, D.C. The charge will be approximately 75¢ in American funds for each five pages of the article, or less.

731. COLD PERMANENT WAVE

Q: *Could you suggest ways and means and material to make a cold permanent wave in dry form (powder or crystal) which the customer could dissolve in water and apply on the hair to curl it?*

L.D.—CALIF.

A: I doubt if you realize the significance of what you are asking for. You must be aware of the fact that every large home wave kit and professional cold wave supplier has been trying to do exactly what you ask for and, so far, no one has succeeded in doing so. The so-called Curl Capsules are intended to do this but, actually, are little better, if at all, than plain water.

732. CREAM SACHET

Q: *We are particularly interested in Cream Sachet and are just wondering if you have had any experience with such a formula. We would appreciate hearing from you and are enclosing a self-addressed stamped envelope for your convenience.*

E.S.—MAINE

A: For cream sachet, there are no limitations on you for formulation. If you take a vanishing cream formula made with acid-stable glyceryl monostearate, to the amount of 15 per cent; 3 per cent spermaceti; about 5 per cent of propylene glycol; as much perfume compound as desired; 3 per cent of isopropyl palmitate; and the balance water, it will give you a good starting point for your experiments. Other cream sachets are made from absorption bases 50 per cent, balance water and perfume.

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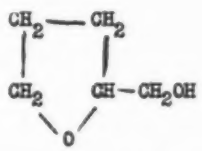
Compounding Lipsticks and Rouges

Tetrahydrofurfuryl acetate dissolves over 28 per cent eosin . . . It is miscible with most fats and oils . . . Can be used with most lakes and dyestuffs . . . Prevents crumbling and eliminates bleeding and sweating out

DR. E. S. LOWER

TETRAHYDROFURFURYL acetate is now available as a result of the recent introduction of commercial quantities of the tetrahydrofurfuryl alcohol, a solvent of great possibilities produced by the high pressure hydrogenation of furfural and, before further description of the acetate, one or two brief details regarding the alcohol may not be out of place:

Tetrahydrofurfuryl alcohol



The alcohol is a very stable compound, remaining colorless indefinitely. It is not sensitive to mineral acids as is furfuryl alcohol, and is thus easily esterified.

Its properties are set out below:—

Chemical formula	$C_4H_3O.CH_2OH$.
Molecular weight	102.13
Boiling point	177-78 deg. C. (743) m.m.
Specific gravity	1.0495 @ 20 deg. C.
Refractive index $\frac{23}{D}$	1.4505
Flash point (open cup)	75 deg. C.
Surface tension (Dyne/cm)	36.5
Viscosity @ 25 deg. C.	5.49 c p s

It is completely soluble in water, giving a medium in which reactions may be accomplished with water-soluble materials at temperatures not otherwise practical.

The product is a powerful solvent, capable of being used as a main solvent which can subsequently tolerate large amounts of diluents.

The alcohol has already been advocated as a solvent for special work, for the manufacture of esters also usable as solvents (and plasticizers) and as a vehicle for perfumes and flavorings. Other outlets include its use as a constituent of wetting, washing and cleansing agents (for textiles). Several of its ethers have anaesthetic properties.

The main purpose of this article is to describe a new use for the acetate of tetrahydrofurfuryl alcohol, namely that of acting as a powerful solvent for eosin and similar dyestuffs used in cosmetics and, particularly, lipstick.

There is, however, a direct connection between the alcohol and the acetate in this respect.

It has already been shown that furfuryl alcohol dissolves 3 per cent of eosin, (tetra-bromofluorescein or 'bromo-acid'), but, far more important, that tetrahydrofurfuryl alcohol dissolves 22 per cent, a quantity far in excess of that dissolved by any other solvent prior to the introduction of the acetate.

However, the acetate dissolves over 28 per cent eosin.

Numerous esters of alcohol tetrahydrofurfuryl have been prepared by various scientific workers and commercial producers.

Yields appear to be uniformly good, except so far as the ester of furoic acid is concerned.

Many esters are reported to be colorless liquids, with

faint odors characteristic of the acids used. The benzoate and furoate are odorless products. They are also found to be stable against oxidation and polymerization. With the exception of the acetate, which is miscible in all proportions, these esters are largely insoluble in water, but can be mixed with alcohol, ether and chloroform.

Some properties of a few of the esters of the alcohol are as follows:—

Material	B.P. °C. @ mm	D_{20}^{20}	M.P. °C.	State
Acetate	194-195 @ 753 84-86 @ 14 91-92 @ 16	1.061	—	Colorless liquid
Adipate	200-207 @ 1.5	—	5-15	Yellow liquid
Butyrate	225-227 @ 759 102-104 @ 4	1.012	—	—
Benzoate	300-302 @ 750 138-140 @ 2 143-145 @ 3	1.137	—	Colorless liquid
Furoate	136-138 @ 3	1.194	—	Colorless liquid
Oleate	200-285 @ 16	—	—	Yellow oil
Palmitate	195-198 @ 1.5	—	—	Colorless liquid
Propionate	100-102 @ 18 204-207 @ 756 85-87 @ 3	1.044	—	Colorless liquid
Salicylate	131-133 @ 2	—	—	—
Valerate	238-240 @ 756	0.999	—	Colorless liquid

Some of these esters have plasticizing properties which are being investigated for uses in fields outside cosmetics, e.g., the oleate has been utilized in plasticizing cellulose derivatives.

The discovery that tetrahydrofurfuryl acetate has powerful solvent properties for hydrogenated fluoresceins immediately led to investigation into its use for this purpose in lipstick formulation, the results of which have now been covered by patent applications in Britain, Canada, the U.S.A., and Czechoslovakia.

The product is miscible with most oils and fats and waxes used in cosmetic formulations.

It can be employed in conjunction with the usual lakes, toners, oil-soluble dyestuffs and many inert pigments.

While it is of particular interest when lipsticks are being formulated, this is true to a larger degree also in the production of cream rouges and perfumery manufacture.

The solvent imparts excellent staining properties and is reported to reduce risk of eosin dermatitis attributed to the action of undissolved eosin on the lips.

It also aids in the preparation of well plasticized malleable lipsticks because of its natural plasticizing properties, giving greater durability and eliminating "crumbling."

Bleeding or sweating out of the lipstick does not occur, and its high boiling point indicates that no lipstick storage troubles through its evaporation are to be expected.

Amongst many other aspects of lipstick manufacture and formulation, is the important point of keeping its melting point as high as possible but compatible with efficient spreading properties, and also its adherency, both important contributions to the aim of placing a thin grease-pigment film on the lips and staining them.

Castor oil had long been an important vehicle for dispersing dyestuffs, having the highest solvent power of the common oils and fats.

Even its eosin-dissolving power (ten times that of any other oil or fat so far tested) has always been recognized to be of a very low order, not rising much above 2 per cent.

The eosin-dissolving capabilities possessed by other chemical products are illustrated below:

Solvent	Bromo-acid in solution at 20 deg. C.
Polyethylene glycol '4000'	ca. 12 per cent
Polyethylene glycol '1500'	10 per cent
Polyethylene glycol '400'	10 per cent
Hexa-ethylene glycol	9 per cent
Phenyl ethyl alcohol	8 per cent
Diacetone alcohol	6.5 per cent
Benzyl alcohol	6 per cent
Tetraethylene glycol	5.7 per cent
Hydroxycitronella	4-5 per cent
Citral	4-5 per cent
Triethylene glycol	4 per cent
Acetone	3.5-4 per cent
Diphenyl ketone	3.5-4 per cent
Diethylene glycol	2.5 per cent
Terpeneol	1.9 per cent
Ethylene ricinoleate	1.9 per cent
Cyclohexanone	1.6 per cent
Ethyl ricinoleate acetate	1.4 per cent
Olyl alcohol	1.0 per cent
Ethylene glycol	1.0 per cent
Lauryl alcohol	0.75 per cent
Myristyl alcohol	0.57 per cent
Stearyl alcohol	0.5 per cent
Glycol oleate acetate	0.4 per cent
Cocoa butter	0.35 per cent
Lauric acid	0.3 per cent
Myristic acid	0.3 per cent
Cetyl acetate	0.3 per cent
Castor oil	0.2-1.7 per cent
Ethyl stearate	0.2 per cent
Glycol oleate	0.1 per cent
Ethyl oleate	0.3 per cent

Castor oil and other solvents can be replaced entirely or partly by tetrahydrofurfuryl acetate.

A much used method of lipstick manufacture is that in which the eosin is first dispersed in the castor oil, this dispersion being quickly mixed into the rest of the lipstick base with any other lakes, etc.

Such a procedure needs freshly prepared dyestuff dispersions in contrast to the fact that in utilizing tetrahydrofurfuryl acetate stock solutions are possible. In use the solution is simply heated together with the other materials to 70 deg. C., the necessity of continual mixing being also eliminated, thus simplifying manufacturing processes.

The following is illustrative of the procedure found suitable for preparing satisfactory lipsticks containing this acetate:—

2 parts by weight 4.5-di-bromo-3.6-fluorandiol
10 parts by weight Tetrahydrofurfuryl acetate

—are warmed to 70 deg. C., and this solution is added to:—

40 parts by weight beeswax
20 parts by weight castor oil
20 parts by weight cocoa butter
5 parts by weight lanolin
0.1 parts by weight anti-oxidant

—previously heated to 70 deg. C., when a clear solution results.

Suitable amounts of inert pigments, or lakes may be added with continual agitation and cooling. The mass should then be passed over a roller mill or preferably through a colloid mill at a clearance of three thousand.

After this the lipstick mass is re-melted to approximately 65 deg. C., and poured into chilled moulds.

Other formulae which can be prepared in an identical manner, are given in the table which follows.

Lipsticks which attain color only when actually applied to the lips—(the so-called colorless lipstick)—can be prepared from any of the formulae given by modifications eliminating the lakes and increasing the halogenated fluorescein—tetrahydrofurfuryl acetate content.

	1	2	3	4	5	6
Absorption base (Viscous)	28	—	26.5	10	22.5	12 p. by w.
Ceresin	25	25	19	—	—	—
Liquid paraffin	5	6	7	23	—	15
Carnauba wax	5	3	5	—	—	—
Beeswax	15	15	9.5	20	22	20
Bromo-acid	2	2	3	2	2	2
Lake	9.5	9.5	—	8	10	8
Perfume & preservative	q.s.	q.s.	q.s.	q.s.	q.s.	q.s.
White petroleum jelly	—	24	—	5	13	—
Lanolin	—	5	—	10	—	10
Tetrahydrofurfuryl acetate	10	10	25	10	10.5	10
Spermaceti	—	—	3	—	—	—
Dibromofluorescein	—	—	2	—	—	—
Stearic acid	—	—	—	10	—	—
Ozokerite	—	—	—	10	—	6
Cocoa butter	—	—	—	—	7	—
Cetyl alcohol	—	—	—	—	3	2
paraffin wax	—	—	—	—	9	—
Hyd. castor oil	—	—	—	—	—	10
Castor oil	—	—	—	—	—	5

The third formula given is a direct illustration of this cosmetic line.

CREAM ROUGE

The cosmetics normally consist of simple oil, fat and wax mixture suitably tinted with pigments and perfumed.

Basically similar to low melting-point lipsticks, they can be produced from the six lipstick formulae given by decreasing the wax content until paste-like masses result.

The lake-content should also be restricted enabling the rouges to be applied easily, leaving a fine thin film.

The importance of having dyestuffs in efficient solvents is particularly desirable in this product and tetrahydrofurfuryl acetate is especially valuable in this respect.

An example of cream rouge formulation utilizing the acetate is:—

Cetyl alcohol	3 p. by w.
Cocoa butter	3 p. by w.
White beeswax	3 p. by w.
Spermaceti	5 p. by w.
Lake	3 p. by w.
Eosin	2 p. by w.
Petroleum jelly	50 p. by w.
Absorption base (Viscous)	20 p. by w.
Tetrahydrofurfuryl acetate	10 p. by w.
Perfume & preservative	q.s.

The manufacturing routine is the same as for the lipsticks. The preparation must be passed through a colloid mill.

This solvent, when used in quantities of the order of 2-10 per cent in toilet waters and alcoholic perfumes, aids in producing true solutions and has even been found to enhance the fragrance of the perfumes, and to give added 'staying-power.'

S.P.C. 1944. 924.
Quaker Oats Co. Bulletin No. 201. (Chicago 1946.)
J.A.C.S. 1928.

American Magazine Shows Trends in Cosmetic Use

While showing a slight drop in the use of facial creams and rouge, The American Magazine learned in a nationwide study last April of its 2,480,000 reading families that more women in this middle-income group today use other cosmetics than did in 1940.

The poll of a cross-section of the women 18 years or older among these reading families whose average median income is $3,850 also revealed that the use of such things as lipstick, perfume, nail polish, and deodorants tends to decrease as the individual becomes older while the reverse is true in respect to facial cream.

Here's how the grooming habits of women have changed during the past eight years, as reflected by the percentage using:

	1940 per cent	1948 per cent
Cleansing tissues	77.9	91.6
Deodorants and anti-perspirants	67.7	86.2
Skin-hand lotions	84.0	87.8
Perfumes	62.5	74.6
Lipstick	69.1	84.4
Facial cream	80.0	75.2
Rouge	72.5	66.5

Variety Stores Show Gain

January sales for chain Variety stores are estimated as down 1.0 per cent compared with January a year ago by the business magazine, *Variety Merchandiser*. December sales, it was estimated, would be up 1.6 over 1947 sales for the corresponding month.

As measured by *Variety Merchandiser's* seasonally adjusted Sales Index, volume for the month was 226.8 of the 1935-39 average, or very slightly less than the September volume of 227.1.

Total October sales of thirteen leading Variety chains amounted to $170,590,208. This represented a gain of 8.5 per cent over the similar month of 1947. For these same chains, the ten month total was $1,438,537,041 for a year-to-year improvement of 7.7 per cent.

Detailed October 5 cent-10 cent to $1.00 Variety Chain sales follows:

	1948	per cent change *from 1947*
F. W. Woolworth	$53,429,162	+ 2.8
S. S. Kresge	24,885,247	+ 6.3
W. T. Grant	22,155,120	+ 8.5
S. H. Kress	14,045,412	+ 11.3
G. C. Murphy	12,475,371	+ 18.9
J. J. Newberry	11,613,694	+ 16.0
H. L. Green	9,072,435	+ 15.1
McCrory Stores	7,918,617	+ 6.7
Neisner Bros.	5,270,641	+ 20.5
McLellan	4,672,861	+ 11.7
Scott-Burr Stores	2,576,486	+ 13.0
Rose's Stores	1,599,222	+ 14.7
M. H. Fishman	875,940	+ 20.9
Total 13 chains operating 5,150 stores.	$170,590,208	+ 8.5

AIM AT LARGE UNITS FOR

Sound advertising and the know-how of sales people are the basis for creating sales and maintaining good public, and producing repeat sales. Increased beauty shop service costs make featuring a "hair care"

COSMETIC manufacturers have overlooked style as the most important factor which creates a desire to buy. Sensational advertising and exaggerated claims are discounted by the women. Too often these will back-fire. Sound advertising, the know-how of sales' people are the basis for creating sales and maintaining good will on the part of the public, and produce repeat sales.

Last year, The Wieboldt Stores, Inc., enjoyed its best year in the sale of perfumes and colognes. This was due to elimination of the dram method of selling and to concentration on bottled merchandise of excellent name brands. In the higher priced lines, we offered one ounce bottles, in the moderate priced brackets, two or three ounce bottles were active sellers. Colognes sell throughout the year and are as active in cold weather as in Summer. Friction lotions are still in need of promotion and consumer education before they will be accepted rather than a cologne.

Dram shops have a place in many stores. Our experience has proved costly in loss of fragrance, spillage and pilferage, which will happen when goods of this type are not packaged and sealed.

Our trade likes Faberge, Ciro, Caron, Evyan, Le Long and D'Orsay and when a new fragrance from these houses comes in it is featured as a style item. This program is in contrast to many stores which favor the sensational type. Such a plan does not fit into the Wieboldt tradition which is based on truth in advertising and quality merchandise. Every buyer follows this theme. Proof of this policy is shown in the better than $60,000,000 done in the stores last year.

The location of our stores, in good neighborhoods, has produced a type of selling which is in contrast to the average store. We sell few small jars in treatment lines. Our customers are women who are thrift minded. If they can purchase one to one-half times more content for a $1 or $1.50 additional, the larger jar is accepted because of the saving. This is one reason why the department shows good sales. The tax is paid just once and often the difference in the tax is enough to swing the sale from the small to the large jar.

We think that the tax on cosmetics, especially on such necessary items as baby oil and powder is most unjust and directly affects sales. Its removal would increase sales that would exceed any planned figures we would dare to make today. When we purchase merchandise, quality is considered before price. In our store we have to consider the quality if the customer is to come back, and she does.

That proves the Wieboldt tradition is both sound and productive of steadily increasing sales.

We have completed a survey of our sales in hair needs and due to the increasing demand for these products we are opening a "Hair Care" section in the department. Here will be assembled all types of permanents, shampoos, rinses, salves, oils, etc., as well as dryers. Women tell us that increased beauty shop service costs are forcing them to do their own hair, for the higher price is not

SALES VOLUME

will on the part of the

section a logical step.

Ellis Crowley

commensurate with the work done nor are improved products used. We believe this department will make shopping easier for our clientele.

Customers are not doing any speculative buying of unknown merchandise. When we place an item on the counter it has stood the test which Wieboldt's demands of all merchandise and we can assure the customer of quality. When we introduce a new cosmetic we use the mailing pieces prepared by the manufacturer. These tell a good story and give a woman an idea of the product and is, we believe, an advantage, for it gives the name of the product, the maker and Wieboldt's all together.

During the holidays we sell a substantial amount of higher priced perfumes in the $10 and $15 an ounce bracket and have a good business throughout the year. In some sections in which our stores are located, birthdays and anniversaries have as much importance as Christmas, and major sales of the better perfumes are made.

We believe that manufacturers will lose business by reducing their trade discount. Houses that offer us 40 and 5 per cent will be the ones we do business with because we cannot increase our cost of cosmetics to the customer. The prices are already high, and with the tax added, will make the sales of cosmetics continue on the same basis on which they sell now—necessity buying only. We know that if the present trade discount of 40 is maintained, and the excise tax removed, that cosmetic sales will zoom to new highs in both unit and dollar sales.

Ellis Crowley, of The Wieboldt Stores, Inc., entered the cosmetic buying field one year ago. After 13 years in the store, both selling and buying, he is well equipped to handle present day problems. The pre-war and war-time selling are not of timely comparison, he only knows 1948 and has definite ideas regarding the presentation of cosmetics to the public.

He has made extensive trips to manufacturers to learn how the products he buys are made, and then conveys this information to his staff. He believes in close co-operation and holds regular meetings with the section managers of the firm's six stores. His major idea is to have the sales people expertly informed on the products sold.

Mr. Crowley is proud of the department he heads. He favors line girls but insists that a better training job must be done to increase sales. He urges consumers to write their Congressmen about repeal of the excise tax for he considers cosmetics a necessity, not a luxury. He maintains that if club women got behind this plan for repeal it would be done. They pay the tax and should demand its repeal.

The Wieboldt Stores, Inc., is an unique organization in itself. It pioneered in the de-centralization of Chicago's loop buying and has found this move to be extraordinarily successful.

Stores Spurred to Initiate Own

News gathered in nine cities by personal

CHICAGO & MIDWEST

Half Price Sales Cause Volume Loss

WOMEN are fed up on the idea of a gift cosmetic package," said the buyer of one of Chicago's most exclusive department stores. "We have had women refuse packages because they did not want to pay for the 'gift' wrapping when it was contents they were buying. We believe that the time has come for the maker to stop offering them to the retail stores."

A tip such as this is always good for many comments, but in contrast to the usual disagreements which might have been expected, buyers, especially women, agreed that the "chiffing" of packages has been so overdone that a smart woman will not accept them to give as presents. "A woman can, for a few cents extra, have a package wrapped to her own order as to color and paper," was the general comment among a group in one store.

With the turn of the New Year the demand of the consumer had swung into new channels. Price has an appeal, as always, but—unless the contents have quality the price does not complete the sale.

WHERE HAS THE COSMETIC BUSINESS GONE?

"Where has the cosmetic business gone," is a question that old timers in the business are asking. They also answer it: Powers of Minneapolis used a page to feature eight leading brands of steady sellers at half price or 20 per cent below the regular price which immediately absorbed the tax.

A few miles away the Golden Rule of St. Paul offered nine items at lower than usual prices and did so for the entire month. These half price sales produced a good volume of business, but that volume will be lost to the departments for the next six to eight months. Hand lotions sold in half dozen bottles; treatment creams of quality lines at half price sold in half dozen jars with the smaller size preferred as unopened it remained fresh longer; soaps escaped the half price bracket by a mere 25 cents.

Among the drug stores across the Middle West the half-price items were listed one after another with name and price and the remainder of the announcement given over to a picture of a glamour girl. These half-price sales were across the country and as one buyer phrased it, "either we take the amount of merchandise placed aside for us, or we get no service from that company for the remainder of the year. After the sale we always have quantities left but there are no returns and so our inventory piles up."

Substituting store personnel for demonstrators brings good results.

Women want cosmetics in lightweight containers.

Spill-proof containers find ready acceptance.

Home care preparations are booming.

Shoppers buy sparingly to meet immediate needs.

Added uses for established items increases turnover—keeps down inventory.

Style stores are not interested in the half-price events. An immediate post-holiday sale of soiled labels is accepted as a great bargain by any woman. But these same stores do not feature in advertising any of the price events that open the new year. Hudson's of Detroit stress the importance of a smooth skin and one which has beauty through thorough cleansing.

The same motif has been taken as a cue for similar specials by Chas. A. Stevens & Co., Chicago, for all the sale brands are to be had but there are no signs, no promotions and no advertising of specials. "When a woman comes in and asks for any of these brands we quote the sale price, but never do we feature it," said Miss Pierson.

Sales Methods — Other News

correspondents appears here in six pages.

T. A. Chapman Co., Milwaukee, confounded the trade in that city by style advertising when all other stores were stressing the half price events. The style theme was carried out and added to it was a miniature of a new nail polish for a small added sum when a bottle of lotion was purchased. The results were good.

Many stores placed a limit on these sales for the opening days of the year. In Duluth this practice was followed by the smart stores, as it was in Indianapolis, Kansas City and St. Louis. Mandel Brothers, Chicago, features promotions and is outstanding in the successful work done on this type of selling.

INVENTORIES ARE OVER

Manufacturers may have complained about the small orders which retailers placed the last quarter of 1948, but there will be new business for them in the first quarter of 1949 because inventories as a whole are lower than was expected when holiday business began. In treatment lines the larger jars have not moved too well. Women prefer the smaller sizes due in part to the added tax when the large size is purchased, irrespective of the larger amount offered and at proportionately lower price.

Fancy soaps, sans tax, sell well.

Buffalo and Baltimore report credits on cosmetic returns siphoned into other departments.

Staples now seem to be replacing novelties on counters.

Dallas and Atlanta report increased holiday sales.

Imported perfumes out sell domestic brands.

"The Valentine day business is a one-day sale," said a buyer in St. Louis. "Much of it is teen-age business and only a small portion is sold in colognes and perfumes. It used to be a time when we suggested these fragrances for a man to give his sweetheart, and while sales are made the volume is not sufficiently important to warrant any extensive presentation." Other buyers agreed with this and in Kansas City and Chicago such sales were in colognes which were priced from $1 to $5 and in dram perfumes.

Lipsticks, still a major item of sale, will offer more yellow for Spring and the early offerings are having spot acceptance. The new squeeze bottle of a hair spray lotion is destined to be active for a time, and the curl capsule holds on but its future is uncertain as to its staying power in the top selling brackets. Predictions by many buyers is that the squeeze plastic bottles will grow more important in the sale of all liquid cosmetics because (1) they do not spill, (2) do not break when dropped and (3) are light in weight for travel and are (4) ideal for keeping in a desk drawer.

There is much talk throughout this area on demonstrators vs. free lance salespeople. Stores that have made the changeover are delighted with the results—more sales and fewer salespeople with everyone making more money. The trend toward this change is on and when it does come may make some difference in the half price sales.

COMPARISON SELLING

Department store buyers have often complained that the chain drug stores remaining open until eleven each night took much of their business. The assistant buyer in one of these larger chains, who has been in department stores, has been trying out her idea that a drug store does not compete with the department store.

"We sell one item here. A woman knows what she wants and that's that. In a department store any girl who makes a book must sell more than one lipstick, for she can show the new products, such as nail polish, hand lotion, a new astringent, a new cream or a new jar for a well known cream. She must sell or she is demoted. This is not so in the drug stores. One item is all right. Two are better. Since I came behind the counter to test the public reaction to my idea I've found that the average customer who purchases in a drug store has a closed mind to any item except the one she buys."

This buyer made a shrewd observation: "Any time the makers of perfumes and colognes decide to offer half-price sales the cosmetic business will be forced into the 5

and 10 stores for no one will show a profit. The only reason we can show a small profit in the first quarter is because of the sale of colognes and perfumes at regular prices."—*Jean Mowat*

NEW ORLEANS

Stores Are Watching Demonstrator Development

KING Rex, the ruler of New Orleans' historic Mardi Gras, was distributing advance largesse to his subjects in the cosmetic business here during the otherwise slow months of January and February. Cosmetic buyers here have an advantage in this respect which other cities cannot duplicate. From Twelfth Night (January 6) to Mardi Gras (this year, March 1) this city goes through an orgy of pre-Carnival entertainment which includes upwards of 40 large and lavish balls, one or more every night after February 1.

According to century-old custom, the women invited to dance at these balls always receive a small gift from each masked dancer who calls them out on to the dance floor. These gifts, which vary in value depending on the wealth and generosity of the man presenting them, are called "call-out favors." During the long Carnival season, thousands of such gifts are distributed here, and all stores make a practice of stocking special items suitable for this purpose. Generally speaking, the item should cost from $1 to $5 and should be small enough so that a man can carry ten to twenty of them in a silk bag which is part of his costume at each ball.

COSMETICS ARE 'CALL-OUT FAVORS'

Originally 'call-out favors' were jewelry, but in recent years cosmetic items have crept into the picture. An enterprising manufacturer could do wonders with a special Mardi Gras promotion here.

Aside from Carnival spending, stores are feeling the usual spurt of sales from annual January 'events'. One buyer predicts that this January's volume will exceed last year. Customers are showing more interest in manufacturers' specials than ever before. This is probably because of the general tightening of purse-strings which makes people bargain conscious. Dorothy Gray, Elmo, Gould, Denney and Rubinstein have all reaped a tremendous harvest from their half-price sales. However, although buyers submit to the trend foisted on them by manufacturers, they are not really enthusiastic about these sales, which create an illusory effect of boom. What really happens, from the overall store point of view, is that January sales are concentrated in a few lines, and other items suffer. Buyers would just as soon take their chances on normal supply and demand.

In the current market "we must continually pound to keep up sales," another buyer comments. "Fashion tie-ins are our best bet." New color promotions slated for early spring are anticipated with optimism. In the actual over-counter business, incidentally, the blue and red tones are on the wane, and a preference for clear true reds developing.

One of the best promotions of the season here is under way at Maison Blanche, a repeat idea from last year when its merits were proved. This is the 'gift flacon' which MB is presenting to every purchaser of bulk perfume, regardless of the brand.

There seems to be a growing feeling among merchants that stores may have to protect themselves against the excessive competitiveness of manufacturers, which does not always rebound to the best advantage of the store. Their reaction to manufacturers' sales is one indication; another is the growing interest in a new type of sales organization. Big stores here are interested in the trend elsewhere toward streamlining the cosmetic departments by eliminating special demonstrators.

"We are watching this development closely," said one buyer. "And we are about ready to take the matter up with the manufacturers."

Another objection to the manufacturers' representative is that this system provides the department with more sales clerks than are actually necessary for the volume of business, and thereby gives the department a sluggish, inactive appearance, with many clerks just standing around looking off into space. Since the cosmetic department is usually on a main aisle downstairs, it gives a very bad effect for the whole store. — *Glendy Culligan*

CINCINNATI

Fancy Soaps, Tax Free, Sell Well

JANUARY in this town this year was the month of hangovers—in merchandise and headaches. But inventories were showing that cosmetics buyers weren't as badly off as they'd feared when Christmas sales lagged late into December. The expected last-minute rush materialized for some, and without it they'd not have broken even for the month.

Substantially larger sales than were expected were rung up on the cash register at the McAlpin Co., and even higher priced merchandise went fast from the Monday preceding Christmas. Higher priced perfumes (Tabu, Lentheric, Rubinstein, and Guerlain) walked out from Tuesday on. Fancy soaps, featured because of their lack of tax, went well. The J. C. Penney Co.'s cosmetics department considered itself "very fortunate" in its first Christmas in Cincinnati (a lot of buyers, the Penney buyer shoptalked, were caught with many gift packages left). Evening in Paris sets in the $5 price vicinity were Penney's biggest hit, with Dorothy Perkins next, Richard Hudnut's kit next, and Naylon's nail polish and manicuring implements also high on the list.

The Evening in Paris sets (also at $5) did very well for the Dow Drug chain, and individual items (toilet waters, dusting powders, sachet kittens, filigree atomizer) did very well. "Intoxication" was probably the top seller here (the $3 pursette, too). This buyer issued a call for all low-price gadgets and sold pretty nearly every one she could get her hands on. Her men's sets were consistent sellers.

Shillito had "a little too much in some lines," but "the last week saved us" the buyer sighed. Final figures topped last year's, and the week between Christmas and New Year's was unprecedently good, with half-price sales or specials in Tussy (this is a consistent hit all through town year after year), Rubinstein, Bonne Belle, and Barbara Gould. A floor demonstration of the Robert Curley hair doo-dad, having moved from Pogue's, was continuing to draw a constant crowd. Rollman's "broke even" with sales highest in Coty, Revlon, Faberge and Tabu (colognes). The pretty packages did it, the buyer said. The last couple of days before Christmas brought sales of expensive perfumes.

Sales on creams were slow but single items (especially toilet waters) were tops at Alms and Doepke, where a "good job" was done on fitted cosmetic bags at $2.95. Reorders were necessary on these. Gadgets such as Rubinstein's Santa and snow man went fast as both packaging and price were attractive. Individual perfumes and colognes did best at the Fair Store in price ranges up to $5. Minit-Curl was selling fast from two newspaper ads, and more were planned.

Perfumes did very well, even above $5, at Pogue, and novelties and gadgets did likewise. Name brands were favored, and Chanel was extremely good. Mabley's practically sold out, with expensive things crossing the counter from November to December 24. The bulk of sales was in the $3 to $5 bracket, however.

Plans for promotions other than the half-price treatment lines were nil in January, with the exception of a new product marketed January 16 by Shillito. It was a lotion to be sprayed from a plastic bottle on hair already set; it holds the wave like a non-stiff wave set. Called Spray-O-Wave, it was hot. A few Valentine promotions were scheduled, but nothing extensive, because of the short selling period. — *Mary Linn White*

January sales on fancy soaps have brought good results. This item, being tax free, has a special appeal to discriminating shoppers.

BALTIMORE

Anything Under a Dollar, Tax Free, Sells Well

THE holiday headache, with its disappointing sales results is now over . . . and by the same token the disappointment is still being written off the books. This time its the returns that are sending buyers to the aspirin bottles. And as if in the vein of an "I told you so" to the manufacturers, the items that are heaviest in cosmetic returns are the expensive packages. In Baltimore, it's "Never again" on the lips of all the buyers.

All of the credit slips and cash, unfortunately, is not going back into the department. Most of the buyers, without complete figures at hand, estimate that about 50 per cent of the return cash is being spent in the cosmetic department, the rest elsewhere.

But there is a brighter side to the Baltimore picture . . . the traditional January promotions are going "great guns" to quote one of the buyers. In fact, three buyers ventured out on the limb before the month was half over, to say that they were much ahead of last year. "Manufacturers should continue their specials," is the opinion of one buyer. "The public wants good merchandise . . . and they want it at special prices."

But there has been much promotion behind these promotions to set the scene for success. In addition to large newspaper display advertisements, buyers are using other media to stimulate customer interest. One store devoted one of its best display windows to an exhibit of various manufacturers' specials. And capitalizing on the weather also promoted Tussy Wind and Weather Lotion to great advantage.

Another gimmick that proved both popular and successful in the monumental city was the enclosing of cosmetic brochures in with the monthly statement.

The four names with the greatest reported success in the January promotions are Rubinstein, Tussy, Gould and Dorothy Gray. The yearly expectancy created by the annual January sale has helped build up results of this year . . . The longer a manufacturer has an annual sale, the more successful the sale is. "It's good return for the advertised dollar," to quote one of the Baltimore buyers.

Perfumes are very slow, as expected. After the gift season most women are fairly well stocked for the next few months. "Easter should add stimulus to that market," said one buyer. Another did not expect much in that field until "the season demands lighter scents."

Aside from the fact that hair items are still going quite well here, there is no other news from the Baltimore

scene. January could be called Baltimore's successful sale month . . . salve for a disappointing December.
—Janet Lee Baugher

LOS ANGELES

Optimistic Feeling

THE condition of toilet goods inventories in Denver and Salt Lake City immediately after the first of the year was much better, generally speaking than in 1948. Holiday business, although late in starting, held at a good pace right up to the close of business Christmas Eve.

But is held at a comparatively low sale unit figure. By far the bulk of sales were in the less than $5.00 classification. Buyers were ready for this drop, however, and their cautiousness in placing fall orders for high priced units was justified by the event. Consequently these were nothing like the January returns to manufacturers that shortened the lives of many sales managers last year.

TAX ON TOILETRIES SADDLE SALES

T. J. Maruca, for 20 years toiletries buyer for the May Co., Denver, feels that something can and should be done by manufacturers to insure a better break for the toiletries department before the 1949 holiday buying begins. "So long as the 20 per cent tax is in effect on toiletries," says Mr. Maruca, "the toiletries department has two strikes on it, the effect of which is felt most forcefully at holiday shopping periods."

We suggested that that tax is in effect on jewelry and handbags, but Mr. Maruca was ready for us.

"Sure it is," hesaid, "but apparently the manufacturers in those lines were ready and willing to do something about it in the way of holiday specials and promotions. And that attitude was observable in other departments.

We asked Mr. Maruca if he could mention a gadget or two that would illustrate his meaning, and he gave us specifically Harriet Hubbard Ayer's bracelet, and the wallet presented by that company this fall. "Possibly at one time we would have had some difficulty in identifying those items with the toiletries department," said Mr. Maruca, "but this year they were definitely slanted for our section and we were grateful for the volume of business they brought in."

"We realize, of course," he said, "that many manufacturers this year were flooded by a carry over of inventory, but that should be sufficiently liquidated by now so that when ordering begins for the 1949 holiday buying period manufacturers generally will be ready to offer toiletries buyers merchandise and merchandising promotions that will enable them to compete on better terms with other departments of the store. If they don't," he added finally, "toiletries buyers are really going to be up against it in trying to meet their figures."

Since the first of the year we have noted an unexpected and welcome readiness of buyers to shave their accustomed 40 per cent markup if they feel that a promotion will, in point of traffic and volume, justify the sacrifice. The pressure is on from Mahogany Row upstairs, and from their attitude on the part of buyers it is reasonable to deduce that some discussion of this point has crystallized into something reminiscent of old time merchandising. Mind you, we don't for a moment suggest that this attitude is universal nor even general, but if a manufacturer feels that his promotion really has everything from a basis of wide customer appeal, price, and advertising, it just might turn out that he will find an acceptance of it even if he can't price it to show the usual 40 per cent markup.

The 50 off sales of certain items by treatment houses are receiving the usual good display and promotion as this is written, and buyers are looking eagerly for something to continue the boost in sales figures that these promotions bring them. There is a general feeling of optimism, however. They are ready, inventories are down, and astute manufacturers will have nothing to complain about as 1949 rolls along.—*Don Cowling*

DALLAS

Novelties Replaced on Counters

AFTER an extremely successful Christmas season, cosmetic outlets in Dallas have, for the most part taken time out from any heavy promotions during the first part of January.

Sales of perfumes and colognes have been brisker than expected for the first of the year. This is attributed to the fact that many persons waited until after Christmas to replenish their supply . . . until they knew what they might receive as gifts. Purchases of colognes and perfumes were predominately in light odors, always the heavy sellers in the Dallas market.

Stores, particularly the chain drugs, have pushed the sale of home hair dressing equipment. Purchases continue high on home permanents with Toni still in the lead. Curl sets and drying caps have gone well.

Several departments have had sales on fancy face soaps during early January with good results.

It also is reported that sales of long lipsticks are dropping after the initial interest aroused by their introduction. Women seem to find the short stick more convenient for purse carrying. Purchases of liquid lipstick with brush applicator continues to drop.

Replacing novelty items on the counters are more regular sellers such as deodorants, bath powders, powder base and light colognes is underway.

Several stores report they are planning special promotions for late next month, but until then will jog along with regular sales catching an after-holiday breath before launching into Valentine's Day.—*Jean Shaffer*

PITTSBURGH

Develop New Uses
For Established Products

"GADGETERIA" buying in cosmetic departments hit an interesting pace during the holiday season. To keep up interest in customer buying the general opinion is that quality products at a price is what women now want.

Some fresh ideas might do the trick, and here are some suggestions.

"Why can't we get our favorite brands of creams, lotions, etc., in lightweight containers," asked one woman.

COSMETICS FOR TRAVEL

This brings up the question too of non-spill, non-leak containers.

Perfume, too, as well as toilet waters, would be better air traveling companions (as well as by other means of locomotion), if all had the protective tops now put in many of the purse size models.

Another lady thought it would be dandy if specific instructions were given on how to be more economical in the use of cosmetics. She pointed out an idea gleamed

This brings up the logical question, "Can't new uses be found for established products now on the market?"

For instance, a woman who travels a great deal tells me she discovered a new use for Listerine on a recent trip. Caught without an adequate supply of astringent, she used some Listerine that was handy. Since she has an oily skin, she found the result highly satisfactory.

—Lenore Brundige

ATLANTA

Imported Perfumes
Outsell Domestic Brands

WHILE most of Atlanta's small fry are dousing themselves in bubble bath and scrubbing vigorously (behind the ears, too) with shapely and intriguing bars of soap, cosmetic departments, especially buyers, are indulging in a bit of hard-earned back-slapping.

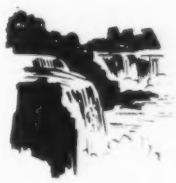
Atlanta, according to current financial reports, happens to be one of the few cities that not only equaled but increased its Christmas sales by from 10 to 15 per cent.

But the manufacturers are not to be overlooked in the final analysis. According to Bill Wells, assistant to the buyer at Rich's, Inc., they (the manufacturers) anticipated early that the average sales this year would not exceed $5, while most of them would fall under the $2 classification, and packaged their items accordingly. Chanel, for instance, came out with a $6 perfume package, as opposed to their none-lower-than-$10 heretofore.

Novelty items, such as jeweled compacts and lipsticks, perfume bottles and atomizers went like the wind all during the shopping season.

Imported brands of perfume far outsold domestic lines, to the astonishment of no one, as this has been the case since imported brands first came back.

The fact that the first week of January has not shown the usual sharp after-Christmas decline, doesn't exactly amaze the cosmetic people either. They're well aware that the half-price and two-for-one sales are entirely responsible for this.—*Maynita Gerry*



BUFFALO

Exchanges Hurt
Cosmetic Department

THE general feeling in Buffalo is one of optimism for the business of late Winter and early Spring.

However, a significant development in Christmas exchanges, reported by two of the bigger and better downtown department stores, is the fact that *much* of the perfume and other toilet goods given as Xmas gifts were exchanged for "wearables," such as slips, boudoir slippers, gloves and handbags.

At the moment, Denney's 20 per cent sale is performing with its usual excellence to swell the volume of January sales. However, at J. N. Adams' the trend toward lower priced merchandise made itself apparent to this extent: Last year, Denney's 20 per cent sale sold a tremendous lot of the $8.50 size of eye cream — whereas during this month's 20 per cent sale, it's the $2.50 size.

All the stores report that items for home care and beautification of the hair are boosting sales.

At L. L. Berger's, an increased rejection to reduced-price merchandise is noted. As the buyer explained it, if a woman doesn't need a certain toiletries article right now — no amount of reduced price will make her buy it. In other words, women are buying only their necessities; they are *not* buying ahead.

The buyer at Berger's moaned about the sales lost through the excessive costs brought on by the luxury tax, and expressed the wish that an adjustment could be made whereby the tax would be present but invisible. In other words, accounted for — but nameless. All the other buyers feel the same way about it, being certain that the tax is retarding business deplorably, whereas an adjustment would boast sales to a remarkable degree. — *Maggie Flemming*

Packaging Portfolio

PRINCE MATCHABELLI

PRINCE MATCHABELLI: Prince Matchabelli has introduced a new lipstick case called Crownstick. It is of the swivel type, shiny and golden, fitted with the Matchabelli crown. Retail price $1.00

DU BARRY: The DuBarry line has been newly packaged. Jars are a special shade of pink. Bottles are square with rounded corners. The face powder box is still oval, but is now a soft pink with magenta scallops. The DuBarry portrait has been retained. The change over to the new packages will be a gradual one.

VOLUPTE: Volupte has added Lucky Purse With Captive Lipstick to its "Collector's Item" line. Price at retail about $10.00

DU BARRY

VOLUPTE

CORDAY

CORDAY: Corday is merchandising a men's lotion which is made, packaged and sealed in France, under the name Jet. The bottles are modern in design with black and white saddle-stitch design labels. A vacuum-type stopper is included to keep the liquid air tight for travel convenience, even when flying.

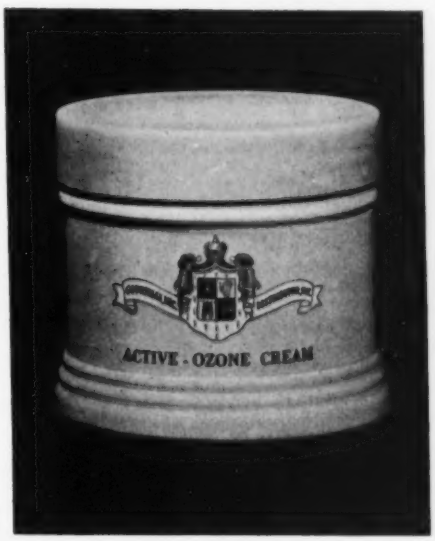
HARRIET HUBBARD AYER

HARRIET HUBBARD AYER: In The Town Traveller, Harriet Hubbard Ayer offers a handbag in various colors, fitted with a golden flacon of Golden Chance Perfume, lipstick and mirror. The bag, which is made of a plastic material, is twelve by ten inches and closes with a metal clasp. Retails at $7.50

GOURIELLI: Gourielli has changed from a decalcomania to a printed label in its active-ozone cream to effect economy. The label, an engraved and embossed reproduction of the seal of the House of Gourielli, executed by Richard M. Krause, is said to be one of the most intricate jobs this house has produced in several years.

YARDLEY: Yardley has recently added April Violets Soap to its line. It is packaged three cakes to a box. Price $1.65 per box

GOURIELLI



YARDLEY

The Gas Exchange of the Skin

The skin is a very efficient organ for the absorption of oxygen . . .

Petrolatum and cold cream increase the gas exchange of the skin

. . . Certain skin diseases increase the absorption of oxygen

PHILIP D. ADAMS

OVER the past ten years or so the use of the term "skin breathing" has led to occasional argument and confusion.[1] The confusion arises from the use interchangeably of "breathing," "respiring," "gas exchange," etc. for different aspects of the absorption of oxygen and the production of carbon dioxide by living organisms. The dictionary defines breathing thus: "to inhale and exhale air; to respire." Physicians speak of the respiration of patients as normal or abnormal, referring to the rate of breathing, i.e., to the inhalation and exhalation of air from the lungs. But respiration is also defined as "the osmotic and chemical processes by which an organism or its tissues absorbs oxygen and gives off the products formed. . . ." Thus breathing can be used as a simple, generally understood, word to cover a process which among scientists and physicians is described more concisely as "oxidative metabolism," "exchange of metabolites," "tissue respiration," and so on.

Actually, the lungs are simply a mechanical means, a kind of bellows, for oxygenating the blood and removing carbon dioxide. Tissue, i.e. cellular, gas exchange proceeds by diffusion without the bellows-like action seen in the lungs. So also plants, insects, spiders, worms, and many other creatures breathe without lungs by osmosis. True respiration does not occur in the lungs (except that by the lung tissue itself), but is carried on in each individual cell of the body by means of the oxygen carried to the cells from the lungs by the blood. Obviously, if breathing is limited by definition only to the bellows-like action of the lungs, then the application of the term to individual cells is not correct. It seems, however, to be neither incorrect nor misleading for popular usage to apply the term "breathing" to the gas exchange of any organism, cell, or tissue, including the skin.

The skin is the largest organ of the body. Its weight is about three times that of the liver, the next largest organ of the body. From ten to fifteen per cent of the total body weight is skin, so that a 150 pound adult would have from fifteen to twenty-two and a half pounds of skin.

The skin is of great metabolic importance. Its secretion of sweat and sebum play important roles in bodily hygiene; it is the source of important metabolic principles, such as various immune bodies, histamine, and vitamin D; it mediates the exchange of heat between the body and its environment; it protects the underlying tissues from mechanical and chemical injury, bacterial invasion and harmful light rays; by its varying kinds of nerve endings it serves to keep us aware of much in the environment. It is possible that it has metabolic functions of importance to the body not yet discovered.

Being a living tissue, the skin requires oxygen. Unlike other tissues of the body, the skin has two sources of oxygen, the blood and the air. Oxygen can and does pass directly from the air into and through the skin; carbon dioxide can and does pass outward from the blood, and under certain conditions of concentration, may pass from the outside into the blood. With respect to the blood oxygen supply, the skin is at a disadvantage as compared with other tissues, because blood capillaries over the most of the skin area do not extend to the outermost dead keratinized cells on the surface, but actually stop considerably below living skin cells. The outer layers of the skin, which form a large part of this organ, have no blood supply, so these layers could not, otherwise, be as richly supplied with oxygen as other tissues of the body. Some investigators have suggested it as probable that the well-being of the air depends upon additional oxygen from the air.

HISTORY OF STUDIES OF SKIN GAS EXCHANGE

Almost 200 years ago Spallanzani[2] and later Regnault and Reiset[3] showed that after expiration of the lungs, frogs could absorb sufficient oxygen through the skin to maintain life. Thus, in frogs the skin can function as a kind of subsidiary lung. This, of course, is not true of warm blooded animals whose oxygen requirements are so much greater. Probably all animals absorb some oxygen through the skin, but it has been measured only for the pigeon, frog, turtle, eel, horse, cat, rat, and man.

An interesting visual demonstration of the absorption of oxygen through the human skin has been made by Goldschmidt, McGlone and Donal.[4] They showed that when the circulation of the blood of the forearm is partially or completely occluded by a tourniquet, the skin will remain pink in an atmosphere of pure oxygen, but becomes cyanotic in an atmosphere of air, nitrogen, or hydrogen. The color can be altered repeatedly and rapidly from cyanotic to pink by altering the gaseous atmosphere. The oxygen content of the superficial blood of the forearm is invariably higher in an atmosphere of oxygen than when the arm is in an atmosphere of hydrogen. A somewhat similar study was made with newborn laboratory animals by Domini.[5]

One of the earliest references to the physiological importance of the respiration of the skin was by Abernethy.[6] From measurements on a limited portion of the body Abernethy estimated the whole body to give off 14.0 g. carbon dioxide per day. From 1797 to 1904[7-16] no less than ten investigators published studies on various phases of carbon dioxide excretion through human and animal skin, but only one of these, Gerlach,[17] also studied the absorption of oxygen. He studied both horses and humans and found that in horses the production of carbon dioxide is greatly increased with the onset of visible sweating. In 1904 Zuelzer[18] introduced various refinements in the plethysmographic method used by his predecessors. Using the hand, forearm, and whole arm enclosed in a cylinder he found wide individual variations in the oxygen absorption of the skin. With the Zuelzer plethysmographic method, Franchini and Preti[19] undertook further studies and criticism of the previous work of others. Assuming the whole body surface to absorb oxygen at the same rate as the skin of the arm they estimated the total body surface to absorb in twenty-four hours, 5.5 l. at 36 deg. C.; 6.6 l. at 38 deg.; and 6.8 l. at 40 deg.

With greatly improved technic and apparatus Shaw and co-workers[20, 21, 22,23] and Ernstene and Volk[24] undertook a comprehensive study of the various factors affecting human cutaneous gas metabolism. Their work was too extensive to recount in detail here, but some of their observations and conclusions are pertinent to the present review:

a) The cutaneous was estimated to be about 1 per cent as great as the pulmonary respiration.[21]

b) Cutaneous absorption of oxygen and elimination of carbon dioxide are not the results of metabolic processes of the skin alone,[21] although this reverses a previous conclusion from work on cats.[20]

c) Under normal conditions the skin *must* utilize oxygen from the air in addition to that supplied by the blood.[23] It should be noted in this connection that Schmidt[25] has emphasized the possible relationship between diseases of the skin and its oxidative processes, and that, in view of the probable relation between skin diseases and meteorological conditions, further study of the factors involved would undoubtedly be valuable.

d) Above the age of 40 years there is a decrease in the cutaneous oxygen absorption which is very probably a decline in the metabolic activity of the skin.[24]

e) The skin may absorb on the average of about 100 cc of oxygen per hour per square meter.[24] This amounts to 4.3 l. per total body surface (1.8 sq. m.) per twenty-four hours, a figure in fair agreement with the data of Franchini and Preti.[19]

f) In one individual there was found a variation of about 18 per cent in the cutaneous oxygen absorption. It is suggested that as the oxygen tension of the blood falls there is a compensation by greater absorption of oxygen from the surrounding air.[23]

However, it should not be overlooked that increasing the circulation through the skin, or increasing the number of permeable capillaries would produce a similar result, as was pointed out by Whitehouse, Hancock, and Haldane[26] in connection with their own studies. Ernstene and Volk[24] found that venous congestion did not alter the cutaneous respiration of the arm. It has been concluded[26] that the passage of gases (including insensible perspiration) and of other substances, such as oils, through the skin, is an osmotic process (i.e., diffusion). Killian and Oclassen[27] have shown that by the application of petrolatum and of cold cream to the skin of the arm the absorption of oxygen and the elimination of carbon dioxide is increased. They also are inclined to the view that the passage of gases is a process of diffusion. It is difficult to conceive either of these materials entering into the metabolic process, so it must be concluded that they simply altered the permeability of the skin and thus increased the rate of diffusion of the two gases.

In all the studies reviewed thus far we have been concerned with the direct passage of gases through the intact skin. Relatively few studies are available on the absorption of oxygen *in vitro* by the skin of animals and of humans. Loebel[28] and Adams[29] have studied the oxygen absorption of the skin of mice and of rats. The latter has shown that in white rats the absorption of oxygen *in vitro* (by the method of Warburg) falls quite regularly from an oxygen quotient of 4.9 at 10 days age, to 0.5 at 210 days age. A white rat at 210 days age is physiologically at about the same age as a human of 12 years. The total bodily metabolism of humans,[30] as well as of albino rats[31] declines with advancing age. Klopstock[32] studied the effects of various hormone additions *in vitro* on the oxygen absorption of human skin. For normal human adult skin he found the oxygen quotient to vary from 1.3 to 3.7 with the average of a number of determinations of 2.1. The difficulties in the way of securing fresh human skin for such studies are obvious. Amersbach,[33] Nutini and Cook,[33] concluded that soaps, cosmetic creams and lotions depress the oxidative metabolism of both rat and human skin. In their studies the materials were tested by direct addition to the tissue sections in the Warburg vessel, and also by direct application to the intact skin. After this application the skin was excised and the oxygen absorption measured by the Warburg method. Killian and Marsh[34] and Killian and Oclassen[27] have made a critical study of the methods and conclusions of Amersbach, Nutini and Cook[33] and have presented evidence that such application of cosmetics to the intact skin does not depress the respiration. On the contrary, by the plethysmographic technic, the application of petrolatum and of cold cream actually increase the gas exchange through the intact human skin.[27] Adams and Presnell[35] also made extensive studies of the effect of applications of cosmetics to the intact skin of white rats (followed by excision and measurement of respiration by the Warburg method) and were unable to confirm the conclusions of

Amersbach, Nutini and Cook[33] They also applied respiratory stimulating substances (from yeast) to the intact skin of white rats, leaving it in contact for periods up to several hours, but found that if the material were thoroughly removed before excision of the skin, there was no increase in the oxygen absorption. If the respiratory stimulating substances were added directly to skin slices in the Warburg vessel, then the oxygen absorption was as much as doubled. The respiratory stimulating substances were made by the published methods.[36] However, if the respiratory stimulating substances applied to the intact skin of white rats was not carefully removed before excision of the skin, then the effect was the same as adding the substance directly to the Warburg vessel, i.e., the oxygen absorption was greatly increased. The respiratory substances themselves absorb exceedingly little or no oxygen, so the effect in the Warburg vessel appears to be through the biochemical metabolic processes. In a more recent study Walter and Amersbach[37] studied oxygen absorption by the Warburg method of the skin of human females from the age of 20 to 75 years. They find the age group of 20 to 29 years to have an oxygen quotient of 1.06 with a gradual decline at increasing age levels to .70 at 75 years.

METHODS FOR MEASURING THE GAS EXCHANGE

In general, there are two methods of measuring the gas exchange of the skin: the plethysmographic method, and the manometric method of Warburg.[38] The two methods yield entirely different data.

A. *The plethysmographic method.* In this method the arm or a portion of it is enclosed in a cylindrical chamber, one end of which is closed and the other end fitted with a rubber dam, made to fit closely about the arm to prevent any accidental loss or admission of gases between the chamber and the surrounding atmosphere. Such a cylinder can be jacketed for control of the temperature, and the atmosphere within can be controlled within any desired limits of composition. The gas within can be circulated through an absorption train, or samples can be removed periodically for analysis. In a similar method the whole body to the neck can be enclosed so the gas exchange of the entire body surface can be measured. In either of these applications, however, the passage of oxygen into and through the skin and the production of carbon dioxide is measured, but it is impossible to conclude from such measurements what portion of the absorbed oxygen was utilized by the skin and what portion passed through the skin into the blood stream.

B. *The manometric method of Warburg.* In this method a portion of the skin or other tissue of the subject is excised and thereafter is kept bathed in normal saline solution at body temperature. The skin sample is minced or sliced very thin and placed (without weighing) into the conical respiration flask containing normal saline and glucose. In a small central well of the flask there is placed potassium hydroxide solution to absorb the carbon dioxide produced by the tissue. The flask is then attached to the U-shaped manometer, flushed with pure oxygen, and immersed in a water bath at body temperature. The tissue then absorbs oxygen and produces carbon dioxide, but since the latter is absorbed by the potassium hydroxide, the oxygen removal by the tissue causes a net decrease in the pressure within the system. This decrease in pressure is measured by the change in the level of the fluid in the U-shaped manometer tube. The change in pressure can then be calculated to volume of oxygen. After the oxygen absorption is measured, the tissue is removed from the vessel, dried and weighed. There is then obtained by calculation the oxygen quotient of the tissue, which is the cubic millimeters of oxygen absorbed by 1 mg. of dry tissue in one hour at standard temperature and pressure. By the use of multiple vessels, the carbon dioxide production can be measured also. It is evident that in this method the gas exchange of the tissue itself is measured, completely uncomplicated by any questions such as arise in the plethysmographic method above. It is also evident that the effects of many other factors can be measured, such as changes in the kind and concentration of various sugars, salts, various media such as blood plasma and serum, changes in the pH of the medium, gas pressure and temperature, the effects of metabolic poisons and stimulants, etc.

One might question whether the metabolic rate so measured after the injury of excision and mincing is the same as the rate of the intact tissue. It seems probable that relative rates are obtained that are fairly close to that of the intact tissue. Assuming a weighted average oxygen quotient of 1.0 for all the tissues of the body at 35 per cent dry matter (not including the skeleton), then all the tissues would take up somewhat less than 500 liters of oxygen in twenty-four hours.

THE SKIN AND TOTAL BODY METABOLISM

The above data lead to some interesting comparisons of the gas exchange of the skin with that of the body as a whole. From the data of Ernstene and Volk[24] and Franchini and Preti[19] the skin absorbs an average of about 100 cc. of oxygen per square meter per hour. At a 3000 calorie food intake the lungs absorb about 600 liters of oxygen in twenty-four hours, or at a basal metabolic level of 1500 calories, about 300 liters. Starling[30] gives the area of the lungs as 90 square meters, or 140 square meters if the area of the capillaries in the alveoli is included. Therefore, at a 300 liter and 600 liter per day oxygen intake and 90 square meters area, the lungs absorb 139 and 278 cc. per square meter per hour respectively. Hence, the lungs are only from 1.4 to 2.8 times as efficient as the skin per unit area, and even less so if the area of the lungs be taken as 140 square meters.

In a sense, this comparison is misleading because, as has been pointed out, the lungs are merely a mechanical device for oxygenating the blood, the true gas exchange being in the tissues. The comparison is made only to show that the skin is a much more efficient organ for the absorption of oxygen than one might suppose. The lungs absorb so much more oxygen than the skin chiefly because the lungs are so much greater in area than the skin. In the course of animal evolution increased oxygen absorption has been gained by devices for increasing the area exposed to air.

A more illuminating comparison is the *in vitro* oxygen absorption of the skin with other tissues of the body. The adult human skin respires at an oxygen quotient of 2.1,[32] whereas the tissues of other organs respire at levels as high as 10 to 20, or about five to ten times the rate of the skin. Connective tissue respires at a rate even lower than the skin, or about 0.5 or less. Using Klopstock's value of 2.1 for human skin, and assuming the body to have ten

pounds of skin (a low figure) at 35 per cent dry matter, the whole skin would require 79.2 liters of oxygen per day. Sansum and Woodyatt[40] found that 360 g. of glucose met the basal metabolic requirement of a resting subject. It has also been estimated[41] that the carbohydrate metabolism of the skin is 18 to 20 per cent of the total body carbohydrate metabolism. The skin alone, therefore, requires about 54 liters of oxygen per day if all the glucose were burned to carbon dioxide and water. This is 68 per cent of the amount calculated from the *in vitro* oxygen absorption above. Using the latter value of 54 liters as the skin's total oxygen requirement, and 5.5 liters as the amount that the skin absorbs from the air, then it is apparent that about one-tenth of the skin's oxygen requirement comes from the air, assuming that all the oxygen passing into the skin from the air is utilized by the skin. The skin's oxidative metabolism is about one-sixth of the total oxygen requirement of the body, i.e., 300 liters. Moreover, 1.8 per cent (5.5 liters) of the total basal oxygen requirement of the body enters through the skin, a figure somewhat higher than the 1 per cent quoted by Shaw, Messer and Weiss,[21] although in close agreement with the 1.9 per cent given by Ernstene and Volk.[24]

Numerous studies have shown that in most respects the skin is much like other tissues of the body. It has been shown by numerous investigators that the skin uses the same catalytic agents, the same respiratory enzymes, as other tissues. Cyanide and other poisons for example, which are fatal to other tissues also check the respiration and the life of the skin. Presnell[42] showed than in vitamin D deficiency in rats the oxygen absorption of the skin is greatly depressed, but is restored when vitamin D is returned to the diet. Adams[29] showed that in vitamin G (B_2) deficiency in rats the skin consumes less oxygen. The rate of skin breathing is decreased even before other symptoms of the deficiency become evident. Klopstock[32] showed that certain hormones when added to human skin *in vitro* increase and others decrease the oxygen absorption. Ernstene and Volk[24] found that in the intact skin there is an increase of about 50 per cent in oxygen absorption in such skin diseases as psoriasis, eczema, etc. Schmidt[25] found the oxidation-reduction potential to vary in different parts of the skin. He suggests that this may be a factor in the localization of various skin diseases. Sametinger[43] concludes that, in general, inflammatory irritation increases the oxygen absorption (intact skin), thus confirming the results of Gessler.[44] Using the *in vitro* method of Warburg, Buhmann[45] finds an increased oxygen absorption in psoriasis, thus confirming the results obtained on the intact skin.[24]

SUMMARY

A study of the available literature on the absorption of oxygen by both the intact and excised skin raises more questions than are answered. Apparently much of the oxygen that passes into the skin enters the blood stream. It is not known how much, if any, of this oxygen is utilized directly by the skin. Various factors affect the absorption of oxygen by or through the skin, viz.: (a) Temperature and composition of the gases surrounding the skin, (b) gas tension of the blood stream, (c) rate of blood flow through the skin, (d) dilatation of the skin capillaries, (e) inflammatory irritation, (f) skin diseases, (g) external applications, such as petrolatum, (h) vitamin, and perhaps hormone deficiencies, (i) age, (j) individual characteristics, (k) changes in tissue metabolic processes, (l) and perhaps many others.

Certain physiological changes within the normal range may result in either an increase or a decrease in the absorption of oxygen by the intact skin, but it does not follow necessarily that increasing the oxygen absorption by some means is beneficial to the skin. An increase may be purely a physico-chemical change whereby the increased oxygen merely passes through the skin into the blood stream, exerting no effect whatever on the skin itself. The same may be true of decreases. In other words, the change may be only in the permeability of the skin, thus affecting the diffusion of gases through it, so it seems questionable that changes in the absorption of oxygen by the intact skin reflect metabolic differences.

On the other hand, changes in the oxygen absorption as measured on the excised skin *in vitro* would seem to be actual charges in the skin's capacity, since in this method we are not concerned with the physical factors above that affect the passage of the gases through the intact skin. In the *in vitro* method the skin is sliced or minced to less than the limiting thickness to keep all the cells within the tissue sample adequately supplied with oxygen by diffusion. There is no reason to believe that the method does not yield true relative differences.

A great amount of work still remains to be done on the subject, and the results undoubtedly would improve our understanding of the physiology and biochemistry of the normal skin.

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How Hair Dyes Work

*This is a continuation of the article which appeared in the November issue . . . Here the author completes his discussion of the more important aniline bases**

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PTOLUYLENEDIAMINE constitutes a very important base, absolutely harmless, for the preparation of hair dyes. Readily soluble in water and diluted alcohol, it produces all the shades, but often with a false red-violaceous reflection of the worst kind, which manifests itself and is strengthened considerably in time. This false reflection is of a variable intensity. It does not always appear, but manifests itself sometimes spontaneously. It can be attenuated to some extent through the addition of logwood extract. In order to remove it altogether, recourse is had to the admixture of attenuating dyes, such as, for example, the p-aminodiphenylamine, the 1:4-diaminodiphenylamine, etc. The origin of this parasitic coloring is obscure. Apparently it may be attributed, in the first place, to a peculiarity of certain aniline bases, such as the p-toluylenediamine, the aminophenols (ortho- and para-) and the metol, which are particularly prone to it. According to certain authors, the reddish reflection may be due to irregular and insufficient oxidation. However it may be, this parasitic reddish reflection manifests itself, almost invariably, in the medium shades (chestnut, light brown, etc.) and the blonds, whereas the blacks and dark browns, obtained by means of a very energetic oxidation, remain intact most of the time, without the false reflection. What is certain is that the p-toluylenediamine is a very important base for dyes on a basis of aniline derivatives and of particularly frequent use in modern hair dyes.

Following, by way of example, is a series of formulas for preparing an elementary oxidation dye on a p-toluylenediamine basis

Accessory:

Toluylene solution		*Logwood solution*	
p-toluylenediamine	7.5 gr.	Dry logwood extract	3 gr.
Sodium sulfite	15	Boiling water	100 gr.
Water	100	Filter after letting it stand for 12 hours	
Alcohol	30 cc.		
To be cold dissolved			

Pyrogallol solution		*Permanganate solution*	
Pyrogallol	3 gr.	Potassium permanganate	2 gr.
Ammonia (0.97)	5	Water	200 gr.
Water	100		
To be cold dissolved			

As regards the developer No. 2, this is mixed with color No. 1 immediately before application. The oxygenated urea peroxide tablets are dissolved for this purpose in the amount of water specified, crushing them previously in a saucer. (See below the technique for the application of complex modern dyes). Each urea peroxide tablet weighs 0.5 gram.

Jet black		*Spanish black*	
No. 1 (Color)		No. 1 (Color)	
Toluylene solution	20 cc.	Toluylene solution	10 cc.
No. 2 (Developer)		No. 2 (Developer)	
6 tablets of 0.5 g urea peroxide		5 tablets dissolved in:	
		Water	10 cc.
Contact	1 hour	Contact	40 minutes
Brown		*Chestnut*	
No. 1		No. 1	
Toluylene solution	5 cc.	Toluylene solution	5 cc.
Water	5	Pyrogallol solution	2.5
No. 2		Ammonia (0.97)	2.5
5 tablets dissolved in:		No. 2	
Water	10 cm.	4 tablets dissolved in:	
		Water	10 cc.
Contact	30/40 minutes	Contact	30 minutes
Blond A		*Blond B*	
No. 1			
Toluylene solution	2 cc.	Toluylene solution	3 cc.
Pyrogallol solution	2	Pyrogallol solution	3
Ammonia (0.97)	2	Ammonia (0.97)	2
Water	4	Water	2
No. 2		No. 2	
2 tablets, dissolved in:		2 tablets, dissolved in:	
Water	10 cc.	Water	10 cc.
Contact	20 minutes	Contact	½ hour
Dark Auburn		*Gold chestnut*	
No. 1		No. 1	
Toluylene solution	10 cc.	Toluylene solution	5 cc.
No. 2		Logwood solution	5
Permanganate solution	10	No. 2	
		3 tablets dissolved in:	
		Water	10 cc.
Contact	40 minutes	Contact	½ hour

* This article will be continued in a later issue of THE AMERICAN PERFUMER.

Gold Auburn

No. 1		No. 2	
Toluylene solution	5 cc.	Permanganate solution	10 cc.
Pyrogallol solution	2.5		
Ammonia (0.97)	2.5		

Contact—30/40 minutes

SO-CALLED "HENNA" SHAMPOOS

There are frequently found in the trade certain so-called "henna" shampoos which are nothing in fact but soapy liquids containing aniline bases. Following are a few recipes of this kind which present certain possibilities in the preparation of these soap dyes. As an accessory, here is a formula for preparing a soapy base for preparations of this kind:

SOAPY BASE

Transparent soft soap	60 g.	Distilled water	450 g.
Potassium carbonate	3	Alcohol	50 cc.

Dyeing Shampoo

CHESTNUT

Toluylene solution	7 g.	Soapy base as above	15 g.
Pyrogallol solution	2	Logwood solution	2

Developer for 25 g. of liquid dye: 3 tablets of urea peroxide.

Dyeing Shampoo in the Blond—Light Chestnut range

Toluylene solution	5 g.	Pyrogallol solution	4 g.
Ammonia (0.97)	2	Soapy base	15

Developer for 25 g. of liquid dye: 1 to 2 tablets.

It is obvious that these formulas may be modified in accordance with the preferences of the manufacturer and according to the circumstances.

In the case of all the elementary dyes mentioned above it is also possible to utilize a complex solution of aniline derivatives, duly mixed with appropriate shades in order to prevent in advance the development of undesirable reddish reflections. It will be noticed, therefore, that in the complex solutions the p-touylenediamine plays a very important role as an essential constituent. In advance of subsequent explanations regarding other aniline derivatives and complex modern dyes, two formulas of complex solutions of this kind are mentioned below:

N toluylene solution in two modified forms

1.			2.		
	p-toluylenediamine	4 g.		p-toluylenediamine	4 g.
	meta-toluylenediamine	1.5		meta-toluylenediamine	1.5
	sulfo-paraminodi-phenylamine	2.5		sulfo-diaminodi-phenylamine	2
	sodium sulfite	15		sodium sulfite	15
	water	100		water	100
	alcohol	30 cc.		alcohol	30 cc.

These solutions, mixed previously with suitable developers may be used as color No. 1.

p-aminophenol (Rodinal) is soluble enough in water and alcohol and gives auburn blond and red chestnut. Sulfonated derivatives, sulfates and hydrochlorides produce very pure blonds.

O-AMINOPHENOL AND DERIVATIVES

o-aminophenol gives similar blonds and also brown shades. It is readily soluble in water and alcohol. It is but rarely used, sulfo-ortho-aminophenol being preferred.

METOL (META-METHYL-PARAMINOPHENOL SULFATE) (P-AMINO-METACRESOL)

This derivative is soluble in diluted alcohol and gives chestnut shades with a red reflection. The hydrochloride behaves in a similar manner. To attenuate the false violaceous reflections to which metol is subject, it is necessary to add a suitable shade. In this connection the use of sulfo-paraminodiphenylamine is classic, for instance:

BROWN

Metol	1 g.	sodium sulfite	0.5 g.
sulfo-para-aminodi-phenylamine	0.5	alcohol 50 per cent	50 cc.
para-aminophenol hydro-chloride	0.5		

DIAMINOPHENOLS

1. *Amidol (2.5-diaminophenol hydrochloride) (1)*

Amidol 2.5-diaminophenol hydrochloride is soluble in water and diluted alcohol. It gives very beautiful brown and black shades, *without false reflections.*

Here is a formula for the preparation of a feed dye, on the basis of this aniline derivative:

Amidol dye

	Brown	Black
Diaminophenol hydrochloride (Amidol)	8 g.	15 g.
Sodium sulfite	12 g.	25 g.
Alcohol	10 cc.	10 cc.
Water	90 cc.	90 cc.

SULFO-DIAMINOPHENOL

Sulfo-diaminophenol is soluble in water and diluted alcohol. It gives shades in the chestnut auburn range, but without any false reflections. As a color conditioning product for this derivative the sulfo-para-aminodiphenylamine is chiefly used.

PARA-AMINODIPHENYLAMINE

Para-aminodiphenylamine is almost insoluble in water, and readily soluble in alcohol and alkalized water.

It gives blackish grey tones, which can be used only after combination with other aniline derivatives. The addition of meta-phenylenediamine and meta- and para-toluylenediamine permits obtaining all the coloring shades.

The para-aminodiphenylamine is, besides, an excellent color conditioning product in itself, and it is made use of in the employ of blackish tones for neutralizing the parasitic red reflections.

Generally speaking, preference is given to its sulfonated derivative, the sulfo-para-aminodiphenylamine, which is more soluble. The use of this sulfonated derivative (as well as of the sulfate and the hydrochloride) is often preferable, for instance, for color-conditioning the metol in which case its employ is classic.

It is a very useful derivative, which gives bluish black tones. It is soluble in water and diluted alcohol, also in alkalinized water. A good elementary black is obtained in accordance with the following formula:

BLACK	Sulfo-para-aminodiphenylamine	4 gr.
	Calcined soda	2
	Water	100

50 cc. of hydrogen peroxide are added and then applied.
Contact—1 hour.

This mixture on a basis of aniline and soda basis lends itself quite readily to compression for the preparation of a dyeing sustance in the form of tablets of 6 grams, net.

1:4-DIAMINODIPHENYLAMINE

1:4-diaminodiphenylamine is difficult to dissolve in water, but is more easily dissolved than para-aminodi-

phenylamine; it is readily soluble in alcohol, and gives grey and bluish black tons (imparts to washing water a distinctive blue tint). The free basis is not used, except as a shade conditioner.

SULFO-1:4-DIAMINODIPHENYLAMINE

Sulfo-1:4-diaminodiphenylamine and its salts (sulfate and hydrochloride) are soluble in water and diluted alcohol. Its derivatives give all the shades and a very beautiful jet black (bluish washing water).

NITRATED ANILINE DERIVATIVES

Certain nitrated aniline bases are excellent coloring materials for oxidation dyes. We may mention, for instance, the sulfo-dinitrophenol and the sulfo-dinitro-oxydiphenylamine, which give blond tones as well as dark shades, when combined with other non-nitrated aniline derivatives, for example:

BLACK		BROWN	
Sulfo-dinitrophenol	3 g.	Sulfo-dinitrophenol	0.5 g.
Metaphenylenediamine	0.5	Metaphenylenediamine	3.5
Alcohol, 50 per cent	80	Alcohol, 50 per cent	100

It is of great importance to use only the sulfonated nitro derivatives, and not the free bases, in order to preclude any irritating action of the dye.

We have come to the end of an outline of the most important aniline bases which, in the preparation of oxidation dyes, furnish the coloring material proper. These explanations which, it goes without saying, refer only to a few outstanding products of this type, do not claim to be by any means complete, but they may be perhaps sufficiently explicit to guide the reader and thus permit him to make his choice more intelligently.

To close this review of suitable dyeing materials, let us mention the following representatives of aniline derivatives:

Sulfo-diaminobenzene (21.4), dioxybenzo-para-thiazine, diamino-methylbenzene (1.4.5), 1:4-diaminoanisole, 1-2-diaminonaphthol (naphthylene-diamine), para-aminophenylglycine, para-oxyphenylglycine, para-nitrophenylglycine and, last, certain urea derivatives (butyl urea, etc.).

FORMULARY

Before taking up the complex oxidation dyes, we will give first a small series of hair dyes of a rudimentary character.

Rudimentary Dye

BLACK		BROWN	
Sulfo-para-aminodiphenylamine	0.8 g.	Sulfa-para-phenylene-diamine	0.8 g.
Calcined soda	0.4	Calcined soda	0.4
Water	20	Water	22
Before application there should be added thereto:		Before application there should be added thereto:	
Hydrogen peroxide	10 cc.	Hydrogen peroxide	8 cc.
Contact: 1 hour		Contact: 45 minutes	

BLOND

Sulfo-para-aminophenol	0.8 g.
Calcined soda	0.4
Water	25
Before application add thereto:	
Hydrogen peroxide	5 cc.
Contact: ½ hour	

Cosmetic Excise Tax Collections

Tax collections for the twelve months of 1948 and 1947 are given in the following table:

	1948	1947
January	10,371,512	11,477,679
February	12,290,714	13,468,267
March	6,927,991	5,974,288
April	6,441,901	6,821,853
May	6,660,851	6,775,188
June	7,238,509	6,535,008
July	7,332,070	7,813,611
August	7,506,518	6,392,678
September	6,890,757	6,733,695
October	6,335,804	7,048,093
November	6,872,541	5,386,690
December	8,079,746	8,545,762

Perfume Vending Machines

Wildwood-By-The-Sea, N.J., and Atlantic City are slated to install perfume vending machines. Locations selected for the introduction of this innovation in the East are shore boardwalk comfort stations, night clubs, powder rooms in bus, air and rail terminals and other key experimental points. Resort theaters, ballrooms and bowling alleys also plan to test public reaction to perfume vending machines. The machines were first tested at locations in Chicago and Los Angeles. The machines can be installed on walls and have a mirror and photo of a popular film star on the front. Twenty-five cents is charged for a one-ounce bottle of perfume or a two-ounce bottle of cologne. Tests of items priced at 50 cents were unsuccessful.

Of steel and chrome construction, the vending machines have an enamel finish. The machines are 33 inches high, and represent an unusual approach to the merchandising of perfumes.

"What a potential market for our new perfume!"

FLAVORS

Coffee Flavor

Interest in the preparation of an acceptable coffee flavor derived from either natural or synthetic sources has been maintained over many years

MORRIS B. JACOBS, PH.D.*

THE flavor of roasted coffee undoubtedly has a great mass appeal for the beverage prepared from such coffee is consumed in vast quantities all over the Earth. Few other flavors have such widespread acceptability. Statistics indicate that the average American drinks each year 55 gallons of coffee, 48 of milk, 19 of beer, 12 of soft drinks, and 1.25 of hard liquor. Since youngsters drink more than the average of 48 gallons of milk and 12 soft drinks each year, adults actually average more than 55 gallons of coffee beverage per year.

CHANGES PRODUCED BY ROASTING

Green coffee has a distinctly unattractive taste and very little flavor and aroma. It is in the roasting process that marked changes of a chemical and physical character occur by which the flavor of roasted coffee is developed. Obvious changes such as the brown color result from the effect of heat on the carbohydrates and possibly also other glycosides and nitrogenous material present. The horny texture of the bean is lost and it becomes brittle although the outer surface is still smooth, firm, and oily when hot. The chemical changes are deep-seated and very complex. They have been summarized by Ukers and Prescott as follows:

1. Water is converted to steam some of which escapes but a portion of which ruptures cells and expands tissues or produces hydrolytic changes within the beans.
2. Volatile substances, including caffeine, are expelled.
3. Carbohydrates are caramelized and some such as the pentosans are decomposed with the formation of small quantities of furfural and other products which will be discussed in somewhat greater detail.
4. Celluloses (fiber) are partially carbonized. Starch and sugar react in a similar manner, if they are present.
5. Glycosides are decomposed.
6. Proteins may be hydrolyzed and thus yield cleavage products.
7. The lipides present are also affected for volatile fatty acids are driven off and complex lipides and waxes are decomposed to form simpler compounds.
8. Carbon dioxide is formed during the cracking process or by oxidation. A considerable portion of this carbon dioxide is retained by absorption by the beans.

The higher the temperature of roasting, the greater the cleavage of more complicated structures into smaller molecules. These are generally much more soluble in water so that in the preparation of coffee beverage not

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only is the caffeine extracted but also the decomposition products formed by the roasting process.

ROASTING

Because green coffee from different sources has different characteristics, it is not possible to have really automatic roasting. The time and temperature must be rigidly controlled by a coffee chef and much depends upon his skill and experience.

Nearly all roasting of coffee is performed in revolving perforated metal cylinders enclosed in insulated jackets and most commonly heated by gas or light fuel oil. The roasters are equipped with valves and dampers so that the heat, air supply, and recirculation of heated air can be minutely controlled. The interior of the roasters are fitted with baffles so that as they rotate the coffee is mixed adequately.

After being cleaned from light material, the green coffee is sent to a blending machine from which it goes to storage bins to be removed as needed. It is sent through the front opening of the roaster and the roasted coffee is discharged to a cooling machine. After cooling it is passed through a pneumatic separator or stoner which has an air stream so regulated that the roasted coffee can be lifted to a hopper on a higher level while all heavier material such as stones is left behind. Coffee is withdrawn from these hoppers as required for grinding and packaging.

When in the roaster for a short time, the bean gets a yellowish-brown color which deepens as the roasting continues. The beans shrink in size and at a point, known as the developing point, at which the roasting is considered to have gone half way, the beans begin to swell and then burst increasing 50 per cent in bulk. Full heat is then turned on in order to finish the roast as quickly as possible.

Roasting is considered complete when the bean conforms to a control sample and is readily cracked by the fingers, teeth, or between the palm of the hand and a trier or sampling spoon used to get a sample from the roaster. The method used depends on the test preferred by the coffee chef. The heat is then turned off and the beans are cooled as quickly as possible so as to avoid further exposure of the beans to heat and possible loss of flavor.

In the wet roast method, the coffee is sprayed with water while the roasting cylinder is still revolving, in the ratio of ¾ quarts of water to every 130 pounds of coffee. In the dry roast method, cooling is accomplished by a cooling apparatus.

ROASTING CONDITIONS

The average time used in the United States for roasting is 16 to 17 minutes with a temperature range from 300 to 415 deg. F. In general, a quicker roast at a given temperature provides a better coffee. A roaster has been developed in which the roasting period is 5 minutes at a temperature of about 500 deg. F. Experimental work is in progress to develop electronic heating devices. While some coffee chefs prefer a slow roast, others are of the opinion that slow heating tends to bake rather than roast the coffee with a consequent poor development of flavor.

Since time and temperature have such a great effect on roasting, a number of different roasts have been developed. These are produced in response to the varying tastes and flavors which exist for coffee in the world. Ukers has described the different roasts in order of increasing depth of color as: light, cinnamon, medium, high, city, full city, French, and Italian. In the city roast a dark bean is produced. The full city roast is a few degrees darker. To produce the French type, the bean is roasted until the natural oil appears on the surface, while in Italian style the bean is actually carbonized so that it can be easily powdered.

As mentioned, different coffee flavors are favored in different parts of the world and even in different sections of the United States. For instance in the eastern States, with the exception of the Boston area, a medium roast is preferred. In the Boston area, a cinnamon-type roast has the greatest acceptability. On the Pacific Coast a light roast is desired, while in the South the darker roasts are preferable. The terms French and Italian roast are self-explanatory in a geographical sense, but it is well to point out that these are preferred roasts elsewhere in Europe. Thus for instance Italian-type roast is favored in Scandinavian countries, and in Germany a roast similar to the French type is preferred.

COFFEE FLAVOR STUDIES

It has been common to ascribe the flavor of beverage coffee prepared from roasted coffee to an ingredient termed "caffeol." Actually caffeol is a very complex mixture of many components. This mixture is produced by the complex chemical changes which occur in the coffee bean during the roasting step as noted in a section above.

There have been three major studies which have been published concerning the flavoring components of roasted coffee. These publications, though excellent in themselves, leave many questions unanswered. In these studies use was made of steam distillation under vacuum, high vacuum distillation in the absence of oxygen, solvent extraction, and subsequent isolation of flavor components. It is very likely that a number of investigations have been performed that have not been published.

About 1925-1926, Staudinger and Reichstein described in British Patents *246,454* and *260,960* and in United States patent *1,696,419* various compounds which they isolated from coffee by distillation of damp raw material with 2 per cent water under 2-5 mm. vacuum at 100-110 deg. C. The distillate was condensed in 3 condensers at —20 deg. C., —80 deg. C., and —180 deg. C.

Johnston and Frey describe in an article in *J. Am. Chem. Soc.* 60, 1624 (1938) how they isolated by dry distillation of roasted coffee under high vacuum in the absence of oxygen a number of components of coffee flavor not previously identified by other investigators.

Prescott and his co-workers detail in two articles in *Food Research* 2, 1, 165 (1937) the products obtained by a methyl alcohol extraction of coffee followed by ether and petroleum ether extractions of the methyl alcohol extract and by an ether and ethyl acetate extraction of coffee brew.

COMPONENTS OF COFFEE FLAVOR

In a subsequent article, the components of coffee flavor as disclosed by these and other investigations will be discussed.

Flavored Notes

In a study of the active flavoring substances in nutrition and the possibility of chemically showing their presence, which was made a number of years ago, Diemair, in *Atti Tenth congr. intern. chim.* 4, 494 (1939), noted that the flavor of baked or roasted foods is largely due to the formation of histidine bases obtained from the decomposition of proteins. The maximum amount of histidine bases formed depends in large measure on the temperature of the baking or roasting process. For coffee this was found to be 150 deg. C. The value for some other substances was 150 deg. C. for chicory, 225 deg. C. for barley, and 175 deg. C. for potatoes. Diemair used the Pauly diazo reaction for quantitative estimation.

* * *

A query was received concerning the substance stachydrine. Stachydrine, $C_7H_{13}NO_2.H_2O$. *N*-methyl proline is a proline betaine. It is obtained from alfalfa hay and from the tuber of *Stachys tubifer* and the leaves of the orange tree. It occurs both as the anhydride and as the ammonium base in plants. It crystallizes with 1 mole of water. It has a sweet taste. Stachydrine is readily soluble in water and deliquesces on exposure to air. It is soluble in alcohol but is insoluble in ethyl ether and in chloroform. Considerable information on this substance can be found in an article by H. Steenbock in *J. Biol. Chem.* 35, 1 (1918).

* * *

The staling of coffee has been shown to be associated with changes in the volatile aromatic components rather than with mere fat rancidity. These changes in the aromatic and flavor components probably involve polymerization, hydrolysis, and oxidation.—*M.B.J.*

The World Sugar Situation

Despite the fact that the production of sugar in the Far East, with the exception of the Philippines, has been far below the pre-war volume, world production is now about average. World production in 1947-48 is estimated at 34,035,000 short tons as compared with 34,708,000 tons, which was the pre-war average. The difference has been made up by the Western Hemisphere.

Toward the end of 1947 and in the beginning months of 1948, it was generally agreed that at the end of 1948 there would be a carryover of Cuban sugar amounting to 1,000,000 short tons, and for the rest of the world the situation would be one of balance between demand and supply, with a slight tendency toward surplus conditions. In November and December of 1947, the United States Army, working in conjunction with the United States Department of Agriculture, purchased sufficient amounts of Cuban sugar to firm up the market and achieve a balance of supply and demand in Cuba and indirectly the rest of the world. Early in 1948 the Army contracted to purchase 1,238,000 tons of Cuban sugar for distribution to Bizonal Germany, Austria and Japan. In the second quarter of 1948, operations of the Economic Cooperative Administration indirectly made it possible for increased quantities of exchange to be devoted to larger imports of sugar. It is anticipated that sugar supply and demand will be in balance for 1948.

On a per capita basis, the amount of sugar available for consumption in 1948 is almost 10 per cent less than in pre-war years. Some major consuming areas are using sugar in amounts comparable to pre-war years, notably the United States, Canada, other Western Hemisphere countries, Australia and New Zealand. As a result, many European countries are consuming amounts ranging from 60 to 75 per cent of pre-war.

Low consumption in most of the countries of the world at the present time can be ascribed to the widespread shortage of foreign exchange. Despite the emergence of ECA as a factor in world economy, it seems likely that this shortage in exchange will continue for several years. It is not likely that sugar consumption for those parts of the world which are undergoing the shortages will be increased materially as compared with 1947-48. The tendency will probably be to hold down the consumption of sugar in order to obtain goods which may be used to rehabilitate industry and agriculture.

As time goes on and nondollar areas start producing, it is likely that the lack of exchange will be less of a factor. The world economic situation with regard to sugar is expected to display a similarity to that in the period immediately preceding the war.

There is a tendency to establish the blame for the world sugar situation in the thirties by pointing to the world wide expansion of production immediately following World War I, followed by the severe economic depression in the early thirties. This is unquestionably accurate but it is incomplete. Along with such an analysis one must consider the fact that there was widespread underconsumption even before the depression and that, instead of measures being taken by countries to alleviate the situation, the fiscal and tariff measures employed had a tendency to work toward intensifying disparities in consumption.

Certain actions and policies of governments with regard to sugar are now sufficiently well known to determine a trend toward prewar policies with regard to restrictions, taxes and production plans.

The Havana Charter for an International Trade Organization and the General Agreement on Tariffs and Trade which resulted from the Geneva Conference are an indication of a tendency in the direction of lower tariffs and, possibly, consequent lowering of prices throughout the world. To translate this tendency into actuality with regard to sugar would require that the International Sugar Council work toward a new sugar agreement in accordance with the ITO charter.

However, the ITO makes no specific provisions for the lowering or eliminating of internal taxes, which, while not discriminating between domestic and foreign sugar, in effect do discriminate against sugar as compared with other commodities.—*Condensed from Foreign Commerce*

Officers for Vanilla Bean Assn.

The following officers were elected by the Vanilla Bean Association of America, Inc., at its Annual Meeting held January 21: President, E. S. Buckley, Thurston & Braidich; vice-president, W. Triest, Zink & Triest; treasurer, J. Manheimer, J. Manheimer. Directors for the year 1949 are: Pierre Dammann, Dammann & Smeltzer; H. Solomon, F. Huber & Co.; and William Schilling, Jr., Norda Essential Oil & Chemical Co.

SOAPS

Luckman Elected President Soap and Glycerine Producers

Charles Luckman, president of Lever Brothers Co., Cambridge, Mass., was elected president of the Association of American Soap & Glycerine Producers, Inc., at its twenty-second annual convention January 26 at the Hotel Commodore. He succeeds G. A. Wrisley, vice-president of the Allen B. Wrisley Co. of Chicago.

At the same meeting, N. H. McElroy, president of Procter & Gamble Co., Cincinnati, was elected vice-president for the Mid-West.

Re-elected to their posts were the following officers: E. M. Finehout, vice-president of the Los Angeles Soap Co., as vice-president for the Far West; Edward H. Little, president of the Colgate-Palmolive-Peet Co., Jersey City, as vice-president for the East; Nils S. Dahl, general manager, John T. Stanley Co., New York, as treasurer.

The Association also elected five new directors: J. L. Brenn, president, Huntington Laboratories, Huntington, Ind.; H. Dock, president, M. Werk Co., Cincinnati, Ohio; B. F. Flynn, president, Pacific Soap Co., Los Angeles; E. B. Hurlburt, president, J. B. Williams Co., Glastonbury, Conn.; and N. H. McElroy, president, Procter & Gamble Co., Cincinnati, Ohio.

The following directors of the Board of fifteen were re-elected: N. S. Dahl, general manager, John T. Stanley Co., New York; L. J. Evans, vice-president, Iowa Soap Co., Burlington, Iowa; E. M. Finehout, vice-president, Los Angeles Soap Co., Los Angeles; D. M. Flick, vice-president, Armour & Co., Chicago; G. F. Fulton, president, Beach Soap Co., Lawrence, Mass.; E. H. Little, president, Colgate-Palmolive-Peet Co., Jersey City, N.J.; Charles Luckman, president, Lever Brothers Co., Cambridge, Mass.; E. A. Moss, vice-president, Swift & Co., Chicago; R. H. Young, president, Davies-Young Soap Co., Dayton, Ohio; and G. A. Wrisley, vice-president, Allen B. Wrisley Co., Chicago.

Swift Opens Plant

Operations have begun in the new industrial oil processing unit of Swift & Co.'s Technical Products Plant, Hammond, Ind. First delivery of product was made to Lever Brothers Co., also in Hammond.

The new plant is located on part of a 70-acre tract which is scheduled for further development. It includes units for solvent crystallization, solvent fractionation and fat splitting. These processes are integrally operated here for the first time.

Soap and Detergent Assn. Officers

The meeting of the Soap and Detergent Manufacturers Association at the Hotel New Yorker, New York, N.Y., was timed so as not to permit complete coverage in this issue of THE AMERICAN PERFUMER. We can announce, however, that Charles Solly was elected president. Other officers are: Vice-president for the East, Bernard Frendenthal; vice-president for the West, A. G. Peck; treasurer, H. W. Zussman. A. P. Federline was reelected executive secretary of the Association.

Albany Soap Elects Officers

Joseph Grober was reelected president of the Albany Soap Corp., Albany, N.Y., at the annual meeting of stockholders. Also reelected were vice-president and assistant manager, William H. Geier; treasurer, Madeline Grober; secretary, Harry J. Geier; and foreman, Michael C. Beck.

Mrs. Hamel Wins Colgate Treasure

Mrs. Esther V. M. Hamel, St. Ignatius, Mont., was the winner of the Treasure Chest jingle contest conducted by Colgate-Palmolive-Peet Co., Jersey City, N.J. A check for $25,000 was presented her by Governor Sam C. Ford, Montana's outgoing governor. The contest ran from September 25 to November 20.

R. E. Tyriver Appointed by Wrisley

R. E. Tyriver has been appointed field sales manager of Allen B. Wrisley Co., Chicago, Ill. His work will include promotion of all Wrisley brands, soaps and toiletries.

WASHINGTON PANORAMA

by ARNALD KRUCKMAN

THE hearing on the proposed trade practice rules for the Cosmetics and Toilet Preparations Industry finally was scheduled for February 10, in Washington, D.C., in the Federal Trade Commission Building, Room 332. Invitation was extended to the members of the industry and to any others who had information, suggestions, or objections, to submit them by letter, memorandum, brief, or in any other way, or to make oral presentations at the hearing.

PROPOSED TRADE PRACTICE RULES

In the announcement the Commission stated "the rules are directed to the elimination and prevention of unfair methods of competition, and illegal or unethical trade practices which are harmful to business and contrary to public interest.

"The first rule covers the practice of furnishing salespersons or so-called demonstrators to retail stores. Provision is made in the rule against discrimination among competing dealers and a proposed plan is also outlined for furnishing such demonstrator services on proportionately equal terms to retail stores. These are suggested as a proposed guide in meeting the requirements of the Robinson-Patman Antidiscrimination Act. In another rule the subject of deceptive or misleading claims respecting foreign or geographical origin of toilet preparations is dealt with. The further rules cover additional unfair trade practices, such as commercial bribery, misrepresentations of product in respect of its ingredients, quality, efficacy, etc.; imitation of trade marks; use of fictitious prices; lottery schemes; combinations in restraint of trade; unfair threats of infringement suits; passing off one's product as that of a competitor; selling below cost; inducing breach of contract; and defamation of competitors."

The first rule would prohibit any member of the industry to grant or allow, secretly or openly, directly or indirectly, any rebate, refund, discount, credit, or other form of price differential, in the form of samples or free deals, when the deal effects a price discrimination between purchaser of goods of like grade and quality, in domestic commerce. *Differentials based upon differences in the cost of manufacture, sale, or delivery resulting from differing methods of quantities sold to customers, are not affected by the rule if the differentials do not create a monopoly. The rule also does not prevent the seller from choosing his own customers, nor from changing prices in response to changing conditions.* Rule 1 also prohibits the payment of brokerage and commission fees except for actual services rendered as an intermediary in connection with the sale or purchase of goods. The Rule likewise prohibits allowances for advertising or promotion; and would prohibit services or facilities in favor of one customer which are not available to another. Naturally any discrimination in prices is made illegal, except that the rule does not apply to those institutions not operated for profit which buy for their own use.

It is proposed that demonstrator service may be proportionalized, by any member of the industry, on the basis of net purchases, in this way:

"The industry member (manufacturer or distributor) may determine what percentage of such purchases he will expend for furnishing demonstrators, which percentage so determined by him shall be uniformly applied in computing the amount the member shall furnish to each such respective dealer or customer in demonstrator services, *including substitute services.*

Demonstrator services shall be furnished to all customers or dealers on the same basis; the dealer or customer who cannot feasibly utilize demonstrators, or does not choose to accept demonstrators, shall be furnished substitute services of equivalent value from among a list of substitute services to be made available by the industry member. The substitute services shall include two or more types of services which can be feasibly and valuably used by the dealer, such as advertising allowances, payments for display space, merchandising aids, or similar services, lawfully used.

The member of the industry must publish to all his customers a list showing demonstrator services and substitute services and the terms applicable to each service proportionately applied, including statement of the percentage used and substitute services offered and available. Purchases shall be computed on the basis of one year, one-half year, one-quarter year, or a similarly reasonable period, at the option of the member of the industry.

Whatever period is chosen must be uniformly applied to all customers. Customers are defined as persons, firms, corporations, purchasing directly from the industry member, also those who purchase through wholesalers, jobbers, and other distributors over whom the industry member exercises a substantial degree of control, promoting resales, or fixing resale prices, and others with whom the seller has direct merchandising relations, or who solicits orders from the purchaser.

DEMONSTRATOR SERVICES

Demonstrators are defined as those employed by, or who are paid in whole or in part by the manufacturer or seller, to promote sales in the store of the customer; it does not matter whether the seller or manufacturer pays the demonstrator direct, or pays the demonstrator through the agency of the customer, nor whether the demonstrator is considered the employee of the manufacturer or of the customer. *The extension of proportional services or substitute services is not required to customers whose annual purchases do not exceed $100 in the aggregate.* Demonstrator services must not be used to deceive the public nor to divert trade from competitors by unfair acts or practices. Demonstrators will be required to work under some conspicuous identification which reveals they are employed by the manufacturer. Nor will it be regarded as fair trade practice to shut out competitors in stores where demonstrators are employed.

The foregoing is an outline of what is called Plan A. The alternative method is called Plan B. It has all the requirements of Plan A except that, instead of using purchases by the customer as the basis for computation of the amount of demonstrator and substitute service to which the customer is entitled, the net amount of sales made by the manufacturer to the customer during the period may be used. *Other plans may be used, provided other plans fully meet the law.*

Rule 2 would prohibit misrepresentation in general and in a wide variety of media; Rule 3 would prohibit false and deceptive statements about the origin of a product, or about the place where the product was made, compounded, diluted, mixed, blended, assembled, bottled, or packaged and concerning the origin of the bottle or package containing the product. It also is expected the prohibition will apply to the use of foreign words, phrases, symbols, and terms which create a false impression about the origin of the product.

Rule 4 will prohibit deceptive imitation of trademarks, trade names, and other marks owned exclusively by competitors. Rule 5 would prohibit false claims in regard to the character of the business of the advertiser; Rule 6 would prohibit the misuse of the word "Free" when the article advertised is not given "free." Rule 7 covers the misleading use of fictitious prices; Rule 8 would prohibit the passing off an industry product as the product of a competitor; Rule 9 declares defamation or disparagement of competitors or their products as an unfair trade practice; Rule 10 covers the various phases of commercial bribery; Rule 11 makes unfair the procurement of competitors' confidential information; Rule 12 makes unfair an attempt to induce the breach of any existing lawful contracts between competitors and their customers or suppliers; Rule 13 would prohibit use of lottery schemes, games of chance, or gift plans; Rule 14 defines what would be a combination or coercion to fix prices, suppress competition, or restrain trade; Rule 15 makes unfair threats of suits for infringement of patents or trademarks when such threats are not made in good faith; Rule 16 makes unfair the practice of selling products below cost when the intent is to injure a competitor.

Rule A defines the unfairness of the practice of permitting customers to return products without just cause for refund or credit, and without the payment of a reasonable amount to cover actual charges to defray actual expenses of necessary rehandling and reconditioning to make the products resalable.

It is anticipated the Rules, particularly the Rules applying to demonstrators, will not be entirely agreeable to the industry. It is realized in the FTC that those who use demonstrators want far more latitude. The Rules as written are an effort to give industry what it needs and still to keep the Rules within the law.

BUREAU OF TRADE PRACTICE CONFERENCES

It is probable the final promulgation of the Rules will not take place for at least four to six weeks after the hearing. There may then be found some sharp changes in the presently proposed program.

This Bureau is headed by Henry Miller, as Director. William B. Snow, Jr., is Associate Director, Paul M. Cameron, Chief of Rule Making Division, and O. Leland Hunt, Chief of Rule Administration Division. It should be noted that the proposed Rules suggest that the industry may use other Rules and Plans for the operation of demonstration techniques, so long as the demonstrators are used and employed in compliance with the law. Apparently the law, as conceived by the Commission, in the proposed Rules, heads up in the proportional application of demonstrator benefits.

Those members of the industry who have new ideas for demonstrator employment, different from Plans A and B as outlined in the proposed Rules, may get counsel and advice as to legitimacy from the Bureau of Trade Practice Conferences, but such counsel may not be regarded as the formal view of the Commission, nor as permissive approval of the Plan, whatever it may be. In the last analysis the businessman who puts out a new Plan, even though it may be patterned along the lines of the Plans suggested in the proposed Rules, does so at his own risk. If he is violating the law, in the opinion of the FTC, he will find himself under fire.

Incidentally, there still is no indication from the White House in regard to who may succeed Robert E. Freer, who left the Commission on January 1. Here in the Capital it is generally assumed George F. Meredith, Director of the vanishing Senate Small Business Committee, is the preferred suggestion for Freer's place. Meredith is from California, has done an exceedingly good job at the Capitol, and stands well with both Republicans and Democrats.

Latest ECA statement shows we have supplied our European clients with fats and oils to the tune of $200,000,000. We have shortages in some areas here. . . . The American Consul at Singapore reports gum benjamin is now produced at Sibolga in Sumatra, and is sent to Singapore for export by Chinese wholesalers. . . . From Poland the American Consul reports the Polish Government is producing seven different essential oils.

Hints for Improving Production

Why it is advisable to check with the production manager on a proposed new package before it is finally adopted . . . Advantage of slower conveyor table speeds . . . New and improved equipment

IT is significant that those old established companies which repackaged their products a year or so ago are do'ng better saleswise than most of those that did not. Whether it be for a dowager or a debutante, a new dress almost always sets off the wearer to better advantage.

Unquestionably a fresh, appealing, attractive package does help sales. This is especially true of first sales. If the product it contains is well made in the factory and it measures up, in quality and otherwise, to all that is claimed or expected of it, second, third and many other sales follow. Always however it is the product which is at the foundation of any sustained merchandising success.

Assuming that the product is all right in every way a new dress can stimulate sales. At a time like the present this is especially desirable but before going overboard on a new package either for a single product or for an entire line several factors might well be considered. Very likely a package designer will be engaged either by the manufacturer or his advertising agency or both jointly. As designers are primarily artists the new creation is likely to be attractive in appearance, in good taste and since it is new—original. Standing by itself probably no one can quarrel with it. From the standpoints of beauty and probably utility also, it may be a knockout. Even so it has yet to meet the severest test of all—can it be handled with the production equipment available in the factory? Or, to go a step farther, assuming that the management is amenable to the installation of new and more modern equipment, could it be handled on such equipment without damaging or marring it? Unless it can, the package, however desirable otherwise, is impractical. To proceed any further with it is to open Pandora's box.

This suggests the wisdom of calling in from the factory the production manager or superintendent for consultation on all package changes —even though it has never been done before. The advice of equipment and container manufacturers may also be sought to advantage. From the combined experience of the merchandising executives the production manager and possibly also the equipment and container manufacturers it is likely that the package designer will be able to create packages that are not only new and attractive in appearance but that will also be practical for handling in the factory. All of these elements combine to spell success.

Conveyor Table Speeds

Are conveyor table speeds too high? Do the operators who have to perform the necessary hand operations have to chase the work?

If the belt speed is 30 ft. per minute and the given operation requires 3 seconds the container must be chased 18 in. If the belt speed is reduced to 15 ft. per minute the work may be completed with the hands following the work only 9 in. If a speed of 10 ft. per minute will leave adequate clearance between containers then only 6 in. of travel of the hands and arms is required.

If the speed is proper, as was first pointed out by Ralph H. Auch, the fatigue element is reduced and often fewer operators are required to complete a given operation, the number of containers per minute being constant. The belt speed has no bearing on the number of containers per minute as this is determined by the filler.

When containers are removed from the belt to the stationary table for the given operation, slower speeds are desirable. The reach is minimized in removal, there is less toppling on the belt and the nerves of the operator are less jittery.

New Storage and Mixing Tanks

A completely new line of stainless steel storage and mixing tanks has been developed by the Alsop Engineering Corp., Milldale, Conn. Over a quarter of a century of experience in the glass lined tank field was utilized in developing the line. The tanks are attractive with bright, easy to clean highly polished surfaces

New storage and mixing tanks

for PERFUMES
COSMETICS and
SOAPS

Special Representatives for
Tombarel Freres, Grasse

- **Absolute Supreme Flower Essences**

  Jasmin Supreme, Orange Flower Supreme, Rose Supreme, etc.

- **Surfine Essential Oils**

  Lavender, Lavandin, Geranium Bourbon, Ylang Ylang, etc.

- **Resinoids**

  Benzoin, Mousse de Chene, Orris, Opoponax, etc.

Tombarel
PRODUCTS CORPORATION

12 EAST 22nd STREET, NEW YORK 10
CHICAGO—A. C. DRURY & CO., INC.
219 EAST NORTH WATER STREET

and are of the sloping bottom construction to permit the placing of the outlet nipple on the side of the tank for complete and fast draining. Short legs with unrestricted clearance under the tank makes the whole tank low for ease in loading. The complete sanitary mixing units feature the mixer permanently mounted above the tank and out of the way. This mounting it is pointed out protects the motor and all electrical connections from spilled or splashed liquids, from careless washing with the hose at the end of an operation and also from damage by hand trucks or other equipment. Heavy gauge stainless steel covers with a slot for the mixer shaft can be supplied for all tank sizes. For concerns which already have or prefer to use portable electric mixers the tanks can be supplied with a bracket to which any portable mixer can be clamped. The new line of Alsop tanks is carried in stock in sizes from five to 250 gallons capacity. Valves, faucets and liquid level gauges of various types are available for use with these tanks.

New EUS Filter

In the new model EUS filter offered by the Ertel Engineering Corp. all parts coming in contact with the liquid are of stainless steel. Closing of the EUS model is effected by the handwheel. A stainless steel drip pan is provided to save valuable liquids. A pressure gauge indicates working pressure at all times and a pressure relief valve is standard equipment for complete safety. The filter is built in sizes to accommodate from 10 to 100 Ertel low iron and calcium asbestos filter sheets, filter paper or filter cloth. The capacity is from 5 to 30 gpm.

New Centrifugal Pump

A new centrifugal pump, Model H, designed for applications where moderate pressures and volumes

Slow speed centrifugal pump

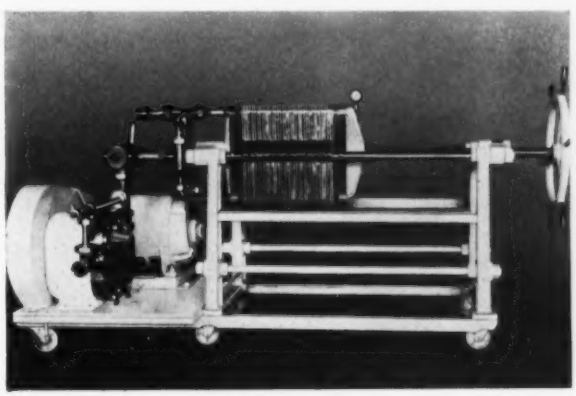
are required from a centrifugal pump running at 1725 rpm is announced by Eastern Industries, Inc. The performance curve on Model H it is stated shows a shut-off pressure of 19 psi, 10 gpm at 15 psi, 15 gpm at 10 psi and in excess of 20 gpm at free flow. The pump is constructed in either bronze or aluminum with a mechanical rotary seal. The inlet is ½ in. N.P.T. female and the outlet is ⅜ in. N.P.T. male. A ⅛ in. N.P.T. drain plug is located in the pump body. Units are available with motors ranging from ⅙ h.p. to ⅓ h.p. depending on the operating range desired. Model H pump, the company states is a highly efficient slow speed centrifugal pump designed for long life and rugged trouble-free applications.

Low Cost Drying

For efficient, high speed, low cost drying at absolute pressures in the low micron range the F. J. Stokes Machine Co. offers its remodelled Stokes vacuum shelf dryers. These are built it is stated of welded steel and rigid tests assure vacuum tightness under extremely low absolute pressure drying procedures. The dryers are available in five chamber sizes.

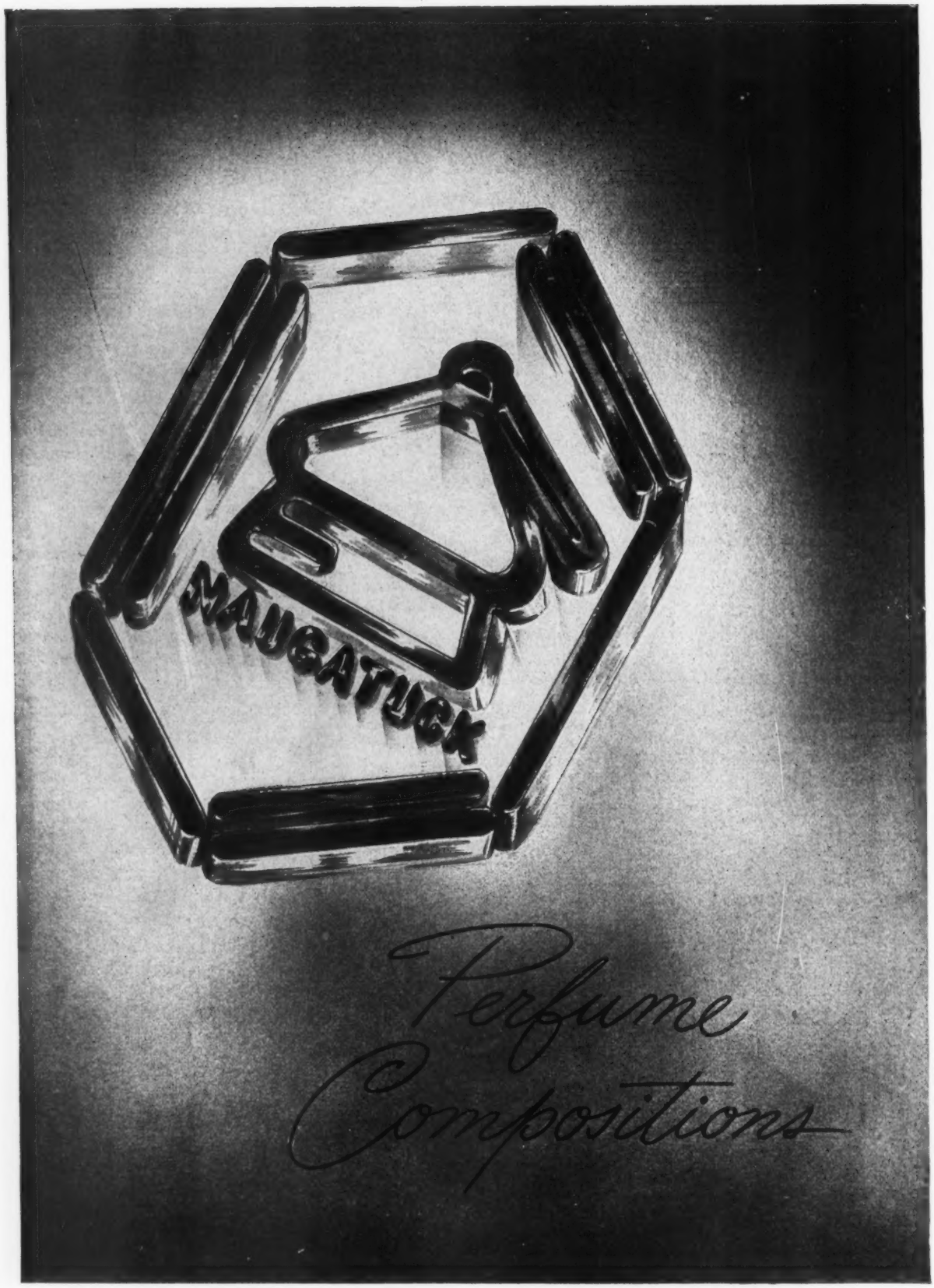
Hand Operated Label Gummers

Where many small labels must be applied to a variety of containers by hand the King hand operated label gummer is offered by the Conner Co. A key-in-groove drive shaft connection permits lifting out of the glue pot and roller section of the small, compact machine to allow easy cleaning by simply rinsing in water. The makers point out that the machine is portable and is adapted to the stop and go type of manufacturing set up in that it can be moved along with the goods to be labeled throughout the manufacturing operation. The unit plugs into any light socket. The gummer it is pointed out is simple in operation; the controls consisting of a single on-off switch and the only adjustment necessary is to govern the amount of glue to be applied which can be done while the machine is in operation. Roller speed of the gummer is stated to be 90 ft. per minute which it is added allows two operators to supply adhesive as fast as they can work. In this way between 30 and 70 labels may be applied per minute depending on the size of the label and the operator. The adhesive is aid to be applied evenly on any form of paper or thin flexible material in any size. Models are available to take labels and sheets up to 16 in. in width.



The new EUS filter

Label gummer in operation



NAUGATUCK AROMATICS

NEW YORK ★ CHICAGO

NEW PRODUCTS AND PROCESSES

Dowicide G Pellets

Dowicide G, water soluble sodium pentachlorophenate, germicide and fungicide, is now available in hard pellets comparatively free from dust according to the Dow Chemical Co., Midland, Mich. Dow engineers have developed this physical change from flake to pellet to control the dust and facilitate handling the salt during its application to industrial and agricultural products. The small cylindrical pellets are compressed to one-fourth the volume of the original flake.

Dowicide G pellets

Synthetic Detergent

A new synthetic detergent of the Alkyl Aryl Sulphonate type, Kamenol D, has been introduced by the Kamen Soap Products Co., Inc. Kamenol D is said to function well in either hard or soft water in white bead or slurry paste. It is active in low concentrations, is non-irritating to the skin, forms rich suds, has good dispersing properties and does not cake.

Dermatological Astringent

Reheis Co., Inc., is now offering a special dermatological astringent, Chlorhydrol (aluminum chlorhydroxide complex) in solution form. Aluminum chlorhydroxide complex is said to be less acid in solution than aluminum chloride or aluminum sulphate, and is correspondingly less corrosive. When used as an anti-perspirant it is stated to be less irritating to the skin and less destructive to clothing. it can be used without a buffer. The new solution contains 50 per cent solids. It is shipped in wax-lined oak barrels.

Stearic Acid Process

A method has been worked out in the laboratories of Andhra University, India, for the manufacture of stearic acid of 100 per cent purity from indigenous vegetable fats. A yield of 47.5 per cent of crystalline stearic acid on the weight of the fat is obtained by saponifying the fat with alcoholic potash and decomposing the soap by dilute sulphuric acid. The alcohol is recovered by distillation. The method is said to be simple, not involving the use of expensive and complicated pressure vessels for the hydrolysis of the fats.

Filter Sheets

The Ertel Engineering Corp., announces a new process for manufacturing E Type Asbestos Filter Sheets. This new process controls the calcium and iron content of the sheet and provides closer control of the filtered product.

New Catalogs

A bulletin, Compound G-4, has been issued by Sindar Corp., New York, N.Y. Typical formulas for the use of G-4, described as a potent fungicide and bactericide, to impart antiseptic properties to anti-perspirant creams, and to deodorant creams, powders, and colognes, are given.

Additional uses are indicated. Copies of the pamphlet, called Technical Bulletin 48-6, are available.

A comprehensive report on lithium hypochlorite has been prepared by the Product Development Department of the Solvay Process Division, Allied Chemical and Dye Corp. It is designed to give prospective users data on the chemical and physical properties of this material. Since lithium hypochlorite is not being made commercially, this report is intended for technical and research men as a guide to possible applications. A free copy may be obtained.

Foster D. Snell, Inc., New York, N.Y., has made available reprints of an article on the evaluation of flavor and color. It is an outline of technic and methods used by panels in the evaluation of foods, beverages, flavoring materials and ingredients.

A new 44-page catalog of essential oils, flavoring materials, aromatics and essential oils has been prepared by Polak's Fruital Works, Inc.

An eight page booklet titled "Four Ways of Doing an Export Business," is available to executives, without charge, upon request to Exporter's Digest. It comprises a series of export articles of interest to firms now starting, or considering, an export program. The articles cover four principal methods of conducting an export business under the titles: Exporting Directly from the Factory; The Independent Combination Export Manager; Selling Abroad Through Export Houses; and Eight Reasons for Forming a Subsidiary Export Company.

"Today's Research Leads to Tomorrow's Success" is the title of a new wholesale price list for Aromatic chemicals issued by Verona Chemical Co., Newark, N.J.

A 16-page, two color illustrated catalog, "Insecticides, Raw Materials and Uses," has been issued by the Insecticide Division of Orbis Products, Corp., New York, N.Y. Describing insecticide raw materials sold under the trade name Orbiscide, the catalog covers in detail all of the company's products for that industry. Copies are available upon request.

THE ROUND TABLE –

Proposed Trade Practice Rules

The hearing for the proposed trade practice rules for the toilet goods industry was held February 10, at the Federal Trade Commission Building, Washington, D.C.

The most important rule covers the use of demonstrators. Two plans were advanced. They placed the determination of proportionately equal service in this respect on the retailer's sales or purchases. The plan calls for the substitution of other selling aids such as advertising allowances, payment for display space, merchandising aids, etc., where the retailer cannot use a demonstrators services. Other subjects discussed covered: Misrepresentation, deception as to origin, imitation of trade-marks, character of business, use of the word "free," fictitious pricing, passing off of industry product as that of a competitor, defamation, commercial bribery, obtaining a competitor's confidential information, breach of contract, lotteries, coercion to fix prices, threats of infringement suits, selling below cost, and return of merchandise.

Francois Goby Returns After Twenty-fifth Visit to U.S.

Francois Goby, director of Tombarel Freres, Grasse, France, arrived in the United States on the Queen Mary January 10 and returned on the same boat February 11 after completing his twenty-fifth visit to the United States. All of his time was spent with the Tombarel Products Corp., the American company, where he conferred with the newly elected officers and made plans for the development of the company's business in the United States.

In discussing economic conditions abroad Mr. Goby stated that France is recovering much faster than is generally believed. People are working hard and thanks to the aid given under the Marshall Plan agriculture and production are becoming more normal, tending towards greater stabilization. Last years

Francois Goby

business was generally satisfactory for all Grasse houses. Due to the continuing lower level of prices he pointed out perfumers will be en-

Jean Goby

abled to use finer floral products more extensively in the manufacture of perfumes.

Jean Goby, technical manager of Tombarel Freres, Grasse, France, who also has been in the United States since October 6 sailed for France on the Queen Mary January 26. While here Mr. Goby spent the major portion of his time with the laboratory staff of the American company familiarizing them with new specialties offered by the firm.

French Publicizes Cosmetic Tax Repeal

Miriam Gibson French is handling publicity for the Toilet Goods Association on the repeal of the 20 per cent excise tax drive.

City College Offers Merchandising Course

The Evening and Extension Division of City College School of Business is offering two 45-hour courses in Retail Sales Promotion and Merchandising and Manufacturer and Wholesaler Operations in cosmetics and drugs. Both courses will cover such fundamentals as buying, pricing, promotion and advertising.

This training is offered with the support and cooperation of the Toilet Goods Association, National Wholesale Druggists Association, the National Association of Chain Drug Stores, and the New York State Pharmaceutical Association.

Heading the new center will be Seymour B. Jeffries, former director of the New York State Beauty Trades Research Bureau. Mr. Jeffries has served in various editorial capacities with: Beauty Trades Review, American Journal of Cosmetology, Beauty Culture, and he is the author of Profitable Merchandising.

Registration for both the retailing and wholesaling courses will remain open until March 1, when classes will begin. The retailing course will meet Tuesday evening from 7 to 10 p.m., and the wholesaling course every Thursday evening from 7 to 10, at the City College Midtown Business Center, 430 West 50 St., New York, N.Y.

ADACIOM Meeting

At the monthly meeting of the Associated Drug and Chemical Industries of Missouri, Inc., held January 25, new officers and directors, elected for the year 1949, came together. They are: President, Marvin Yates; first vice-president, Neal Draper; second vice-president, O. W. Rash; third vice-president, Paul Hein; secretary, John Mueller; and treasurer, Louis Lanz.

Members of the executive committee are: Franc Brada, H. L. Dahm, Charles S. Fox, George Irwin, Morton Meyer, Gelen O'Neal, I. J. Stanley, Jr., Tom Tracy and Jack Varley.

The following committee chairmen have been appointed: Jackson Case, House Committee; Charles Caspari, Jr., Legislative Committee; O. W. Rash, Membership; Neal Draper, Program; Joseph Wise, Publicity; Dewey Alfred, Summer Meetings; and Tom Tracy, Transportation.

Burton T. Bush, Inc. Becomes The Givaudan Corp.

Effective January 1, the corporate name Burton T. Bush, Inc., was changed to The Givaudan Corp. It is the manufacturing company for Givaudan-Delawanna, Inc.

Dr. A. T. Frascati New President of Growing Perfumers' Society

Dr. A. T. Frascati, formerly of Firmenich & Co. has been elected president of the American Society of Perfumers. At the last meeting the following other officers also elected were: George Tombak, Aromatics Division, E. I. duPont de Nemours & Co., vice president; William Barlow, Orbis Products Corp., secretary; and R. B. Houck, Dodge & Olcott Inc., treasurer. New directors to serve for three years were Basil Pegushin, Schimmel & Co. and Waldo Reis, van Ameringen-Haebler Inc.

Dr. A. T. Frascati

The retiring president, William H. Dunney, Sr., Ungerer & Co., Inc., was elected as chairman of the board of directors.

George Tombak

William Barlow

In Mr. Dunney's retiring speech, he gave a resume of the progress and growth of the organization and expressed his sincere gratitude for the fine cooperation of the officers and members.

R. B. Houck

Dr. Frascati in his acceptance speech pledged his whole-hearted cooperation for the further expansion of the organization and gave a brief summary on his ideas for extending the scope of the Society.

The remainder of the meeting was spent in discussing various ways and means of providing programs for the membership that would stimulate added interest. Many good ideas were brought forth.

At the next meeting to be held February 16, Dr. Herman Goodman, physician, dermatologist, cosmetologist, author and lecturer will give a talk on "Guesses on Odor and Odor Perception."

This meeting will be an open meeting to which friends of the members will be invited. These open meetings have created quite an interest in the essential oil and aromatic chemical industry and many of the high ranking officers of the various companies are regular attendants at them.

Dr. Paul Muhlethaler New Head of Tombarel Products Corp.

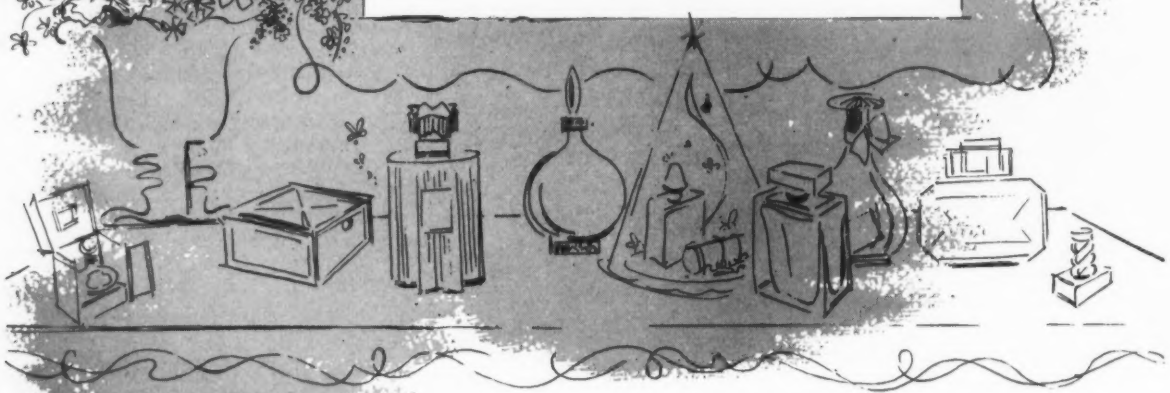
Dr. Paul Muhlethaler who has just been elected president and treasurer of Tombarel Products Corp., New York, N.Y. has been associated with the essential oil industry in a technical capacity for over a quarter of a century. After taking his Ph.D. degree from the University of Geneva in 1925 he immediately became associated with the aromatic chemical and essential oil industry abroad. In 1941 he came to the United States.

William S. Fairhurst, son-in-law of the late Louis J. Zollinger, former president, who has been associated with the company since its inception has been elected vice president. Howard Miller who also has been associated with the company since it was founded has been elected assistant treasurer. Alphonse Pillet, one of the popular men in the industry continues as technical advisor.

Dr. Paul Muhlethaler

THE WORLD'S *finest perfumes*
ARE MADE WITH
D&O
PERFUMERY MATERIALS

D & O can supply either the finest in raw materials or in perfume compounds, depending on the particular requirements of the creative perfumer.



☆ **ARCANA** A modern floral character with a Rose-Muguet note

☆ **CHENE 934** An Oriental in which a floral and a mossy note is blended

☆ **ORIENTAL 3750** The ideal dry and woody Oriental Perfume

☆ **PAQUITA** The modern and ever popular lively floral fragrance

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ATLANTA • BOSTON • CHICAGO • CINCINNATI • DALLAS • LOS ANGELES • PHILADELPHIA • ST. LOUIS • SAN FRANCISCO

ESSENTIAL OILS • AROMATIC CHEMICALS • PERFUME BASES • VANILLA • FLAVOR BASES

Export Sales Manager for Wirz on Three-Months Trip

Grant L. Thrall, of Ballagh & Thrall, Philadelphia, Pa. Export Sales Manager for A. H. Wirz, Inc.,

Grant L. Thrall

Chester, Pa., leaves by air this month on a three-months trip to the Far East. Mr. Thrall will concentrate on strengthening the interests of his clients in India and the Philippine Islands. He will also visit Belgium, Turkey and Hawaii. In addition to A. H. Wirz, Inc., Ballagh & Thrall act as Export Managers for twenty-six other manufacturers of industrial and consumer products.

George Bell Speaks on Export Controls

The International Trade Section of the New York Board of Trade met for lunch January 21 at the Boardroom. Guest speaker was George L. Bell, Associate Director, Office of International Trade, U.S. Department of Commerce, who spoke on Export Controls.

NAIDM Plans Expansion and Change of Name

The thirty-five year old National Association of Insecticide and Disinfectant Manufacturers, Inc., is considering a plan of reorganization. The plan, worked out by the Executive Committee, headed by Leonard Oppenheimer, would call for the formation of five separate divisions, each with its own chairman. These divisions would include (1) insecticides, (2) disinfectants and deodorants, (3) floor waxes and floor finishes, (4) soaps, detergents and sanitary specialties, (5) aerosol products.

In order to more adequately describe the broadened activity of the new program a name change has been proposed. The one which appears to find most favor is Chemical Specialties Manufacturers Association, Inc.

New Developments in Grasse Observed by Burton T. Bush

With a background of 34 visits to Grasse, France since his first one in 1910 which naturally have made him sensitive to any progress or recession, Burton T. Bush, president of Bush Aromatics Inc., New York, N.Y. had some interesting observations on what is taking place there on his return January 24 from his last visit.

"There have been rumors in the United States that the capitol of the perfumers' floral domain was shifting from Grasse and being scattered to the four corners of the world," he said. "I can say that if there is a semblance of truth in this, it must be based upon the wish rather than the fact, for a number of Grasse houses, as well as others

Burton T. Bush

located in the south of France, are making scientific progress, and as long as the manufacturers there see the necessity of replacing their old apparatus with new and modern equipment, it is difficult to visualize the industry there as one going backward instead of forward.

"It was interesting to see a new absolute rose that approached that particular odor of the Bulgarian otto. One Grasse house has been working on this for three years, basing its research on the idea of eliminating odors in the Rose de Mai that have caused this difference. They have made excellent progress.

"New approaches to the extraction of the odor of the jasmin is one to give hope that this very necessary flower will soon give us that fine and lasting character we want to have, minus those attending by-odors that have made one absolute jasmin so different from its competitor.

"Other products such as orris is commanding considerable attention from some of the Grasse houses. I saw a liquid orris that produced that fine odor of the powdered root and yet had the strength of irone. That is progress.

"Gums and resinous substances have not been overlooked. One manufacturer has devoted a lot of time to the extraction of labdanum. It will certainly pay them; for by the process of elimination they have a product that gives that fine old wine odor of the labdanum so often obscured by other odors which cover its beauty.

"Of course these are but a few of quite a number of products that are being studied from the point of improvement and where the question of final yield has not been a serious one.

"It seems that the Grasse people realize that their future will be measured by their ability to produce finer products regardless of cost and if they continue this the effect on the whole perfume industry both in France and the United States will be noticeable."

Wesemann Elected President of Essential Oil Association

H. P. Wesemann, vice-president of Fritzsche Brothers, Inc., was unanimously elected president of the Essential Oil Association of the U.S.A. at its annual business meeting, held January 7.

Other officers are: Gerard J. Danco, Gerard J. Danco, Inc., vice-president; G. H. McGlynn, Magnus, Mabee & Reynard, Inc., secretary and treasurer. Members of the executive committee are: F. J. Lued-

H. P. Wesemann

ers, George Lueders & Co., and William Schilling, Jr., Norda Essential Oil & Chemical Co. Mr. Schilling has been past president, filling that office for three years. Roy C. Schlotterer is managing director of the association.

POPULAR

With **DEALERS** and **CONSUMERS** there are no more popular packages than **H-A OPAL JARS.**

To **DEALERS,** they mean **SALES!**

To **CONSUMERS,** they represent the quality of the product they contain!

Small wonder, then, that these glistening, dignified, efficient jars are popular with progressive packers, too.

ARE YOU USING THEM?

HAZEL-ATLAS GLASS COMPANY
Wheeling, West Virginia

Live Lamb Awarded at BIMS Annual Banquet

A live lamb was awarded to John Rau as the outstanding BIM of 1948 at the annual banquet of the organization in the New York Athletic Club on the evening of January 27. Joseph B. Scott was awarded the first member's prize and John Allen the first guest's prize. Following the banquet the festivities were in charge of James Leyden who provided an interesting professional and amateur entertainment. Both Mr. Leyden and Peter Forsman, chairman were largely responsible for the enjoyable time. Other prize winners were John Owens and John Kocswara.

Scientific Meeting in May

The next meeting of the Scientific Section of the Toilet Goods Association, Inc., will be held at the Waldorf-Astoria Hotel, New York, N.Y., May 19, 1949.

George Wheeler Appointed by George Lueders

George L. Wheeler has been appointed to succeed the late William Kiefer to represent George Lueders & Co. Mr. Wheeler has been connected with Wyeth, Inc., and Sharp & Dohme during the past fifteen years.

Cosmetic Credit Men Relax at Winter Party

Informal gayety was the rule at the annual Winter party of the Drug, Cosmetic & Chemical Credit Men's Association held in the Hotel George Washington, New York, N.Y. on the evening of January 21. The serious business role which characterizes the monthly meetings of the association at which much useful work is done in preventing credit losses, was cast aside and about 200 members and guests took part in the festivities. Following a cocktail party the banquet was held while the Red Coats entertained the group with instrumental and vocal music of a high order.

During the banquet Nat Otte the popular group secretary introduced over the microphone a number of guests including Sherman D. Warner, Richard Keyes, Irving Friedman, Larry Booth, Charles Morrison, William Dunn and Miss Doris Rich. Following this Chairman Charles F. J. Noble introduced in the same way all former chairmen present. Then on behalf of the group he presented a leather business traveling bag to retiring Chairman Owen D. Clayton as a testimonial of appreciation for his conscientious work on behalf of the organization during the past year. Dancing followed until a late hour.

Chairman Charles F. J. Noble presents Retiring Chairman Owen D. Clayton with a token of appreciation from the members of the association for his very good work.

Officers of the association for 1949 are: Charles F. J. Noble, chairman; Andrew F. Dragoset, vice chairman; John H. Alexander, treasurer; and R. Douglas Sheldon, Jr., secretary. Nat Otte is the group secretary.

1. Al Booth and V. L. Gumbracht enjoy the charming company of Miss Clare Gincel and Miss Beth Fairclough. 2. Nat Otte and Larry Booth exchange views on the business outlook. 3. "Home Run" Wesley Foster listens grimly to a Dodger fan's predictions while Mrs. Foster smiles. 4. Louis Candee, S. Felsen and Ray Stetzer ponder the imponderables of the newer evening gowns. 5. Herbert Kranich delights Mr. and Mrs. Sherman Warner with a timely anecdote. 6. The Three Musketeers: Ed Kavanagh, Joseph Wafer and L. J. Kavanagh.

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ROSE 131 The true aroma of natural rose petals can be imparted to your creams, lotions and toilet waters with this new aromatic — a product of Verona research.

Stable, lasting, free from discoloration, it may also be used as an ingredient in the compounding of other odors to add sweetness and enhance the floral effect.

Though moderately priced, it will add tone and quality to your product.

RESEDALIA A single chemical having the note of Reseda Mignonette.

Clean, fresh, stable, it blends well with the Ionones to give an interesting note to many types of perfume.

The scent sells the product

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CYCLAMAL	**AMUSKAL**
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VERONA AROMATICS DIVISION

Jaffin Made Assistant Manager by S. B. Penick

S. B. Penick & Co., New York, N.Y., has announced the appointment of Joseph M. Jaffin to its execu-

Joseph M. Jaffin

tive staff. Mr. Jaffin has been associated with production and management in the cosmetic field for more than twenty years. He will act as assistant manager of the Essential Oils Division with the company.

Dodge & Olcott Opens Three Branch Offices

The opening of branch offices in Atlanta, Dallas and Cincinnati last month has been announced by Dodge & Olcott, Inc., New York, N.Y. Managers of the new offices are: Dallas, William A. Kissel; Atlanta, Earl W. Kersten; and Cincinnati, Thomas F. Callahan.

The Dallas office territory includes Arkansas, Oklahoma, Texas and Louisiana, except the city of New Orleans. The territory covered by the Atlanta office includes Alabama, Georgia, Florida, Mississippi, North Carolina, South Carolina, New Orleans, the Eastern half of Tennessee, the Southwestern section of Virginia and part of West Virginia. The Cincinnati territory embraces Ohio, Kentucky, Central Indiana, Michigan, exclusive of the Upper Peninsula, part of Canada and the Western section of West Virginia.

William Meeks Represents Fleuroma

Fleuroma, Inc., New York, N.Y., has appointed William F. Meeks as salesman in the New York metropolitan district, and the states of New Jersey, New York, and Pennsyl-

William F. Meeks

vania. During the war Mr. Meeks saw service in the Southwest Pacific area.

Ben Ostroff Represents F. Ritter & Co.

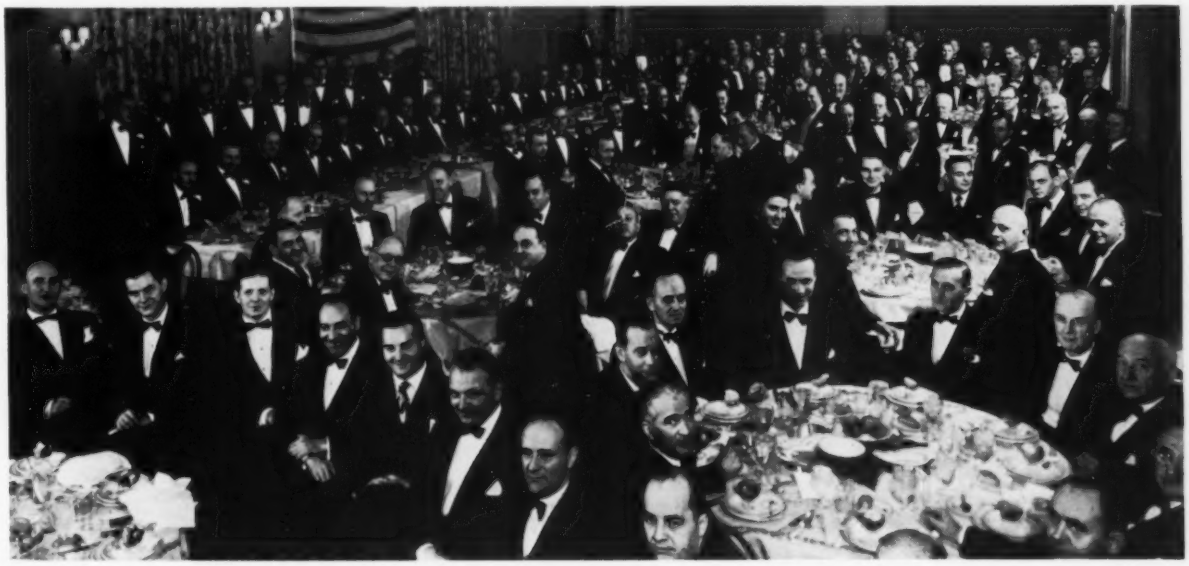
F. Ritter & Co., Los Angeles, Calif., has announced the appointment of Ben Ostroff as Pittsburgh

Ben Ostroff

representative. Mr. Ostroff will cover Western Pennsylvania, Eastern Ohio, and West Virginia, visiting extract manufacturers, beauty supply houses and cosmetic manufacturers in behalf of the Ritter organization.

Max Factor Opens New Office

The Max Factor Co. opened its new Eastern and mid-Western office last month in the Mandel-Lear Building, 425 North Michigan Ave., Chicago, Ill. Bruce Culbertson and Lee Rosese will handle company operations.



The 52nd Annual Banquet of the Foragers of America was held at the New York Athletic Club, January 8. Addresses were made by Walter Conklin, chairman, and Stanley Park, president. Guest Speaker was Charles A. Pennock, president of Hudnut Sales Co., and president of of the T.G.A. Newly elected officers are: Arthur Connolly, president, Walter Rochelle, vice-president, and Albert Bradley, secretary.

Congratulations, sir! Your bandaged beak is a badge of honor!

It's a symbol of service . . . a sure sign that you, like most of us these days, have been keeping your nose to the grindstone—working your hardest just to keep your family living the way you want them to live.

But what of the future? Your nose can't take it forever. Someday you'll want to retire, to follow the hobbies and take the trips and do the things that you've always dreamed of doing.

That's going to take just one thing —MONEY! And will you have it when you want it?

You will if you're buying U. S. Savings Bonds *automatically*—on the Payroll Savings Plan where you work, or on the Bond-A-Month Plan at your bank.

With either plan, you're heading for real financial security. Month after month, regularly as clockwork, your money is saved for you.

It's just about the easiest, surest, fastest way of building financial security that anyone ever dreamed up. And with U. S. Savings Bonds, you *make money* while you save it. Every $75 Bond you buy today will be worth $100 in just 10 years!

Of course, you can always buy Bonds at any bank or post office.

But the best way, the sure and steady way, is to buy 'em automatically!

Start doing it now! Keep on doing it! And in no time flat, you'll find that you're well on your way to a permanent separation of nose and grindstone!

AUTOMATIC SAVING IS SURE SAVING—U.S. SAVINGS BONDS

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Yardley Buys Jersey Plant Site

Yardley of London, New York, N.Y., has contracted to buy from Bernard Vihl 10.8 acres of land in Clifton, N.J., as the site for a new $1,500,000 factory. Building will begin in June. Plans are said to be made for a one-floor plant to contain 200,000 square feet of space.

Dreyer Releases Violet Viocyclenes

P. R. Dreyer, Inc., New York, N.Y., has announced the release of Violet Viocyclenes for general use to the trade.

Percy C. Magnus, president, surveys members at banquet during a three-day sales conference held at the Hotel Warwick, New York, N.Y., by Magnus, Mabee & Reynard, Inc.

Optimism Voiced at MM&R Meeting

"Putting Know-How to Work," was the keynote of a three-day gathering of representatives of Magnus, Mabee & Reynard, Inc., New York, N.Y., held January 7-9, at the Hotel Warwick, New York, N.Y. Percy C. Magnus, president, told the assembly of more than 100 representatives that the business outlook was good. The gathering was under the general direction of Arthur H. Downey, assistant vice-president and technical director.

Four guest speakers were heard during the sessions. Morris I. Pickus, president of The Personnel Institute, Inc., spoke on "How to Win an Argument Without Arguing." Dr. Robert R. Fulton, Chief of the New Products Research and Development Section of Armour & Co., chose "Flavoring Food Products—An Art and a Science" as his subject. William T. Allen, president of The Bodeker Drug Co. spoke on "Wholesale Drug Trends—1949." Sidney Matthew Weiss, a partner in A. W. Lewin Co. discussed the company's advertising program.

A Correction

A recent issue of THE AMERICAN PERFUMER carried a news item on "Split Lanolin." It contained the statement that "the unsaponifiables run to 9 per cent." The correct figure is 97 per cent.

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These experts collaborated with Dr. Guenther in preparation of Volume I.

A. J. HAAGEN-SMIT, Ph.D., professor, Bioporganic Chemistry, California Institute of Technology, Pasadena, Calif.

EDWARD E. LANGENAU, B.S., Director of Analytical Laboratories, Fritzsche Brothers, Inc., New York, N.Y.

GEORGE URDANG, Ph.G., D.Sc. Nat., Sc.D., Director, American Institute of the History of Pharmacy, Madison, Wisc.

Succeeding volumes will be devoted to the individual oils, their chemical constituents, botanical and geographical origin, specific methods of production, physiochemical properties, assay and use.

Purely Personal

JOHN H. BRECK, INC., Springfield, Mass., has become a member of the American Fair Trade Council.

The latest colors for nail enamel by REVLON are Scarlet Poppy, Ripe Pimiento and Toasted Chestnut.

CHARLES MYERS, formerly of Dodge & Olcott Inc. is now associated with S. B. Penick & Co.

KATHLEEN MARY QUINLAN is offering a special on Hormone Cream and Cremey Foundation Lotion, a regular $3.00 value, for $2.00.

R. L. PERIN, formerly central division sales manager of Continental Can Co., New York, N.Y., has been made general sales manager, with responsibility for the sale of metal containers in all three domestic metal container divisions of the company.

CUTEX Nail Brilliance is available in two new deals.

FREEMAN P. STROUP, now in his fiftieth year of teaching at the Philadelphia College of Pharmacy and Science, will be the guest of honor at the mid-Winter reunion dinner of the Alumni Association of the College on February 23.

VEBIDA is now presenting its new instant foam Creme Shampoo with lanolin.

JAMES H. HALL has joined the Oxzyn Co. in charge of technical sales, product improvement and plant operation.

AR-EX COSMETICS has announced a wave-set, free from Karaya gum. It is available in scented and unscented form.

JACK C. LEEDS, general manager of Dr. Alexander Katz & Co., Los Angeles, Calif., has been elected secretary-treasurer of the Associate Members of the California Cosmetic Association. Mr. Leeds will also serve on the Board of Trustees for the same Association.

Helene Curtis Industries, Inc., has completed the removal of its offices and factory to a new location at 4401 W. North Ave., Chicago, Ill. The company's new home, is a four-story building, fronting a long city block, and situated on a 15 acre industrial site. Production and office space is in excess of 325,000 square feet.

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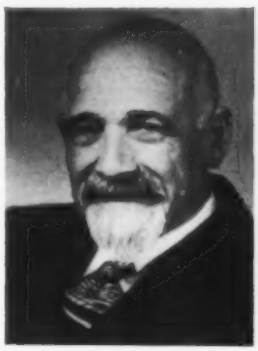
Obituary

Dr. Samuel Isermann

Dr. Samuel Isermann, president of Van Dyk & Co., manufacturers of perfumery and cosmetic raw materials, Belleville, N.J., died February 1, in San Antonio, Texas, enroute to his Winter home in Tucson, Arizona. He leaves a wife and daughter, as well as several sisters.

Dr. Isermann was an outstanding figure in perfumery and cosmetic circles, where his profound knowledge of raw materials and of the formulation and manufacture of toilet articles, as well as of their physiological and other properties was regarded with deep respect. He was a pioneer in the manufacture in this country of organic chemicals, including raw materials for perfumes, dyes, etc. He was an ardent proponent of the self-sufficiency of the United States from a chemical standpoint. At considerable financial sacrifice to himself, he, together with the late Francis P. Garvan, founder of the Chemical Foundation, spearheaded the fight that enabled the, at that time, infant American chemical industry to retain the foothold that it had gained during the First World War, and to eventually consolidate this into the present world-wide supremacy of the industry. Among other companies which he developed and in the management of which he was actively associated are: Patent Chemicals, Inc., Paterson, N.J., manufac-



Dr. Samuel Isermann

turers of gasoline dyes; Synthetic Chemicals, Inc., Paterson, N.J., manufacturers of wetting and detergent agents; Summit Chemical Products Corp., Belleville, N.J., manufacturers of ammonium thioglycolate.

To his host of friends throughout the country, Dr. Isermann will be remembered for his wide range of interests, his open-mindedness, his frankness in expressing his opinion, his generosity in freely sharing his wide technical knowledge, and his hospitality.

Thomas L. Leeming

Thomas L. Leeming, vice-president and a director of Thomas Leeming & Co., New York, N.Y., died in Delray, Fla., January 3, at the age of 44.

Charles A. Anderson

Charles A. Anderson, traffic manager in the E. R. Squibb & Sons offices in Brooklyn, died December 26 at the age of 63. He had been with Squibb for twenty-seven years.

La Verne L. Leader

La Verne L. Leader, owner of Leader Cosmetics, Rochester, N.Y., died December 20. Mr. Leader organized the business in 1915. He is survived by his widow and two sisters.

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MARKET REPORT

Tight Supply of Synthetic Glycerin

THE downward price trend in the industrial alcohol market was extended and current selling schedules named by major producers are over 50 per cent below the quotations prevailing early in November or just prior to the time the downward curve in selling schedules started. The most significant development in the market was the sharp reduction noted in the price of specially denatured 23H. While other grades were being slashed by ½ cent to 3 cents a gallon, a single reduction of 7½ cents a gallon was made in this particular formula. Such a development was attributed to a desire on the part of certain producers to recapture the gallonage lost to other materials in the proprietary field. Unfortunately, however, a fair portion of the gallonage had been recaptured by alcohol producers shortly after the war.

ADVANCE IN LEMON OIL PRICES

Other major price developments in the raw materials market included an advance of 25 cents a pound in California Exchange brand lemon oil, an upward trend in the better known brands of Italian lemon, and reductions in oils cananga, crude birchtar, spearmint and independent brands of California orange.

After displaying early indications of weakness, menthol turned firmer and at the close of the period under review there was a wide price spread between shipping prices from Brazil and the quotations ruling in this market for spot goods. The complete reversal in the downward trend of the local market was attributed to the smallness of available stock here. The mild weather over the past few months served to discourage buying but trade factors agreed that the time was at hand when sudden spurts in activity could develop and that stocks here were hardly sufficient to meet such demands. Future prices were not taken too seriously since the goods would arrive rather late in the consuming period to have any real affect upon the market. Incoming shipments of menthol from Brazil and China have been running well below the quantities arriving this time a year ago.

It was fully five months ago that the movement of synthetic glycerin had been expected to get underway in sufficient volume to relieve the exceedingly tight supply position here, and result in a possible reduction in prices of natural material. Although the bulk of the January shipments of synthetic glycerin were scheduled to move in the last half of the period the movement failed to prove of sufficient volume to alter the overall price structure of the market.

Stocks of natural glycerin have been running at close to ten million pounds below what might be regarded as a safety margin. If it were not for the threat of cheaper synthetic material coming into the market in increasing amounts an unusually strong situation would prevail.

Citrus oils moved to the front in the general list of essential oils because of the advance in Exchange brand California lemon oil and the extended period of unseasonably cold weather in California which resulted in considerable speculation as to what effect it would have upon the production of both lemon and orange oils. It was first believed that the increase in lemon oil was caused by the cold weather in California but later advices indicated that the Exchange increased its price because of higher costs and a firmer trend in Italian lemon oil.

The trend in California orange oil prices was different than in lemon oil however. The colder weather served to make more fruit available for pressing and independent producers immediately took advantage of the situation to lower their prices in an effort to meet competitive conditions in the market created by the low prices at which Florida orange was being offered.

While the situation in oil peppermint remained steady throughout the period, the continued absence of any real buying support served to bring about further selling pressure in spearmint. Quotations on the latter declined to a new low level. Country prices on peppermint ceased to yield to buyers' bids and local prices assumed a degree of firmness. Among the aromatic chemicals, citral and the ionones were featured by a generally improved tone in keeping with the recent reversal in the downward trend in the basic material.

Thymol is in a better supply position with deliveries being made more promptly than at any time since the war.

Spot prices on gum tragacanth were subject to shading and because of an inactive demand, gum arabic prices were shaded to a level that was said to be far too close to replacement costs. The position in Sumatra benzoin gum bears close watching. The local market has been influenced by the presence of low cost material for many weeks but some trade observers have become extremely bullish regarding the longer term outlook since conditions in the primary source are so upset that it is virtually impossible to make any predictions regarding replacements.

COST OF BASIC CHEMICALS UP

Virtually all basic chemicals namely caustic potash, carbonate potash and the alkalies are costing more than they did a year ago and aromatic solvents are likewise in a decidedly firm position. Prices on toluol, benzol, and xylol are all firm with the supply and demand well balanced.

The trend in isopropyl alcohol was downward because of the competitive situation in ethyl alcohol. Toward the close prices on isopropyl alcohol were reduced 4 to 5 cents per gallon.

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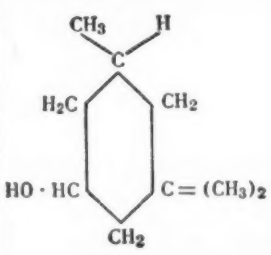

FIG. 1

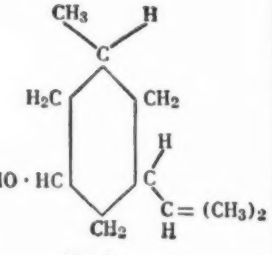

FIG. 2

Cyclonol replaces Menthol satisfactorily in shaving creams and lotions, liniments, analgesic balms, ointments and similar preparations. It has also been accepted by the U. S. Treasury Department as a Denaturant for alcohol in place of Menthol U.S.P.

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Ginger	7.35@	8.00
Guaiac (Wood)	2.00@	2.50
Hemlock	2.25@	3.00
Juniper Berry	5.25@	5.80
Laurel leaf	21.00	Nom'l
Lavandin	1.70@	2.35
Lavender, French	2.00@	5.10
Spanish	1.50@	1.75
Lemon, Calif.	2.90@	3.00
Italian	3.00@	5.00
Lemongrass	1.75@	2.00
Limes, distilled	4.40@	4.50
Expressed	9.75@	11.00
Linaloe	2.75@	3.35
Lovage	95.00	Nom'l
Marjoram	4.35@	5.40
Neroli, Bigarde P.	240.00@	260.00
Petale, extra	130.00@	190.00
Nutmeg	4.35@	5.00
Ocotea Cymbarum	.55@	.80
Olibanum	8.35@	10.50
Opopanax	30.00@	37.00
Orange, bitter	3.40@	3.85
Brazilian	1.35@	1.65
Calif., exp.	1.00@	1.75
Florida	.70@	.80
Orris Root, abs. (oz.)	135.00@	
Artificial	36.00	Nom'l
Pennyroyal, Amer.	3.25@	4.10
European	2.50@	3.00
Peppermint natural	6.50@	6.75
Redistilled	7.00@	7.25
Petitgrain	2.85@	3.50
Pimento Berry	4.85@	5.25
Pinus Sylvestris	3.00@	3.50
Pumillonis	3.25@	3.75
Rose, Bulgaria (oz.)	20.00@	45.00
Synthetic, lb.	10.80@	16.00
Rosemary, Spanish	.95@	1.25
Sage, Spanish	1.75@	2.25
Sage, Dalmation	2.85@	3.35
Sandalwood, N. F.	13.25@	14.20
Sassafras, artificial	.50@	.75
Snake root	19.75@	22.00
Spearmint	4.40@	5.10
Thyme, red	2.35@	3.10
White	2.75@	3.50
Valarian	27.00@	32.00
Vetivert, Haitian	10.65@	12.50
Bourbon	12.00@	15.00
Wintergreen	4.00@	12.00
Wormseed	3.00@	3.75
Ylang Ylang, Manila	38.00@	43.00
Bourbon	12.00@	15.00

(Continued on page 171)

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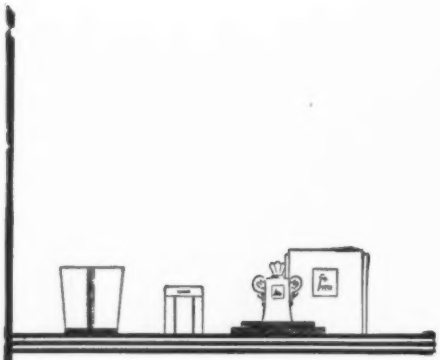

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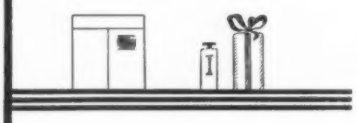

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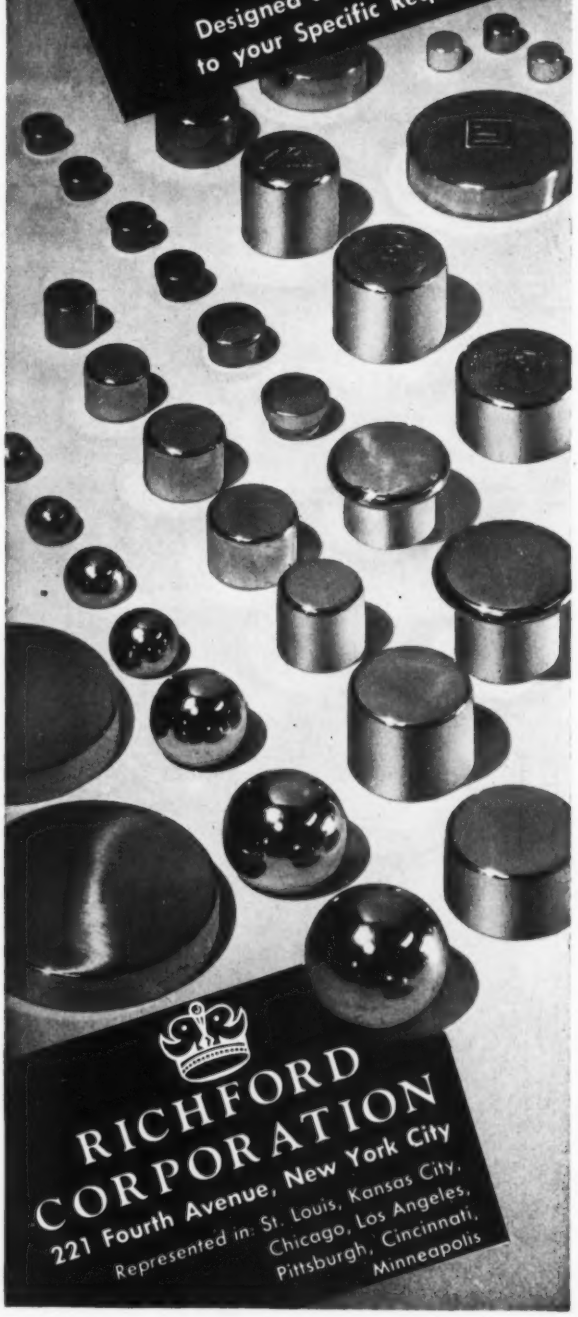

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(Continued from page 169)

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Grapefruit	65.00@	68.00
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Lime, ex.	70.00@	75.00
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Orange sweet	75.00@	100.00
Peppermint	12.75@	14.75
Petitgrain	6.00@	7.25
Spearmint	7.50@	10.00

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Acetaldehyde 50%	1.90@	2.75
Acetophenone	1.50@	1.75
Alcohol C 8	2.40@	3.00
C 9	14.00@	
C 10	2.40@	3.00
C 11	14.50@	
C 12	2.40@	2.85
Aldehyde C 8	11.00@	12.00
C 9	17.50@	19.00
C 10	7.00@	8.50
C 11	19.25@	22.00
C 12	12.50@	16.00
C 14 (Peach so-called)	7.00@	8.75
C 16 (Strawberry so-called)	7.25@	8.20
Amyl Acetate	.55@	.75
Amyl Butyrate	.85@	1.10
Amyl Cinnamate	4.50@	5.80
Amylcinnamic Aldehyde	2.80@	3.10
Amyl Formate	.95@	1.20
Amyl Phenyl Acetate	3.75@	4.00
Amyl Salicylate	.80@	1.00
Amyl Valerinate	1.75@	2.15
Anethol	.75@	.93
Anisic Aldehyde	2.50@	3.00
Benzophenone	1.35@	1.70
Benzyl Acetate	.60@	.75
Benzyl Alcohol	.70@	.85
Benzyl Benzoate	.90@	1.00
Benzyl Butyrate	2.00@	2.25
Benzyl Cinnamate	3.60@	4.00
Benzyl Formate	2.00@	2.30
Benzyl-Iso-eugenol	9.00@	9.75
Benzyl Propionate	1.65@	2.15
Benzylidene Acetone	2.50@	2.85
Bromstyrol	5.75@	6.35
Butyl Acetate, normal	.19½@	.20½
Cinnamic Alcohol	3.10@	3.50
Cinnamic Aldehyde	1.15@	1.35
Cinnamyl Acetate	3.85@	4.90
Cinnamyl Formate	10.00@	13.00
Citral, C. P.	3.75@	4.20
Citronellol	3.40@	4.10
Citronellyl Acetate	3.95@	5.40
Coumarin	3.00@	3.25
Cuminic Aldehyde	7.75@	10.00
Diethylphthalate	.45@	.50
Dimethyl Anthranilate	5.00@	5.75
Ethyl Acetate	.32@	.35
Ethyl Benzoate	.75@	.90
Ethyl Butyrate	.70@	.85
Ethyl Capronate	3.65@	4.25
Ethyl Cinnamate	2.50@	2.80
Ethyl Formate	.65@	.75
Ethyl Propionate	.75@	1.00
Ethyl Salicylate	.85@	1.00
Ethyl Vanillin	6.75@	6.80
Eucalyptol	1.60@	2.00
Eugenol	1.65@	2.25
Geraniol, dom.	3.00@	3.75
Geranyl Acetate	3.15@	3.85
Geranyl Butyrate	5.75@	6.75
Geranyl Formate	6.25@	7.10
Guaiac Wood Acetate	6.00@	6.75
Heliotropin, dom.	2.80@	3.50
Hydrotropic Aldehyde	6.75@	7.25
Hydroxycitronellal	7.00@	8.50
Indol, C. P.	18.25@	20.00
Ionones		
Beta	7.50@	9.00
Methyl	4.75@	6.80
Iso-borneol	1.45@	1.65
Iso-butyl Acetate	1.00@	1.75
Iso-butyl Benzoate	1.35@	2.50
Iso-butyl Salicylate	2.15@	3.00
Iso-eugenol	3.40@	3.85
Iso-safrol	2.00@	2.80
Linalool	4.50@	7.00
Linalyl, Acetate 90%	4.75@	5.35
70%	4.65@	5.25
Linalyl Benzoate	10.50@	
Linalyl Formate	10.25@	12.25
Linalyl Propionate	10.00@	11.25
Menthol	8.90@	9.25
Methyl Acetophenone	1.35@	1.75
Methyl Anthranilate	2.25@	2.40
Methyl Cinnamate	1.65@	2.50
Methyl Eugenol	4.00@	6.25
Methyl Heptenone	6.25@	7.00
Methyl Heptine Carbonate	45.00@	60.00
Methyl Naphthyl Ketone	3.00@	4.75
Methyl Phenylacetate	1.65@	2.20
Methyl Salicylate	.40@	.45
Musk Ambrette	5.65@	7.10
Ketone	5.00@	5.50
Xylene	1.75@	2.30
Neroline (ethyl ether)	2.00@	2.35
Paracresyl Acetate	2.15@	2.75
Paracresyl Methyl Ether	2.40@	3.00
Paracresyl Phenyl-acetate	4.75@	5.25
Phenylacetaldehyde 50%	2.75@	3.25
100%	4.10@	4.65
Phenylacetic Acid	1.70@	2.30
Phenylethyl Acetate	1.75@	2.50
Phenylethyl Alcohol	1.60@	1.90

(Continued on page 173)

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Phenylethyl Salicylate	4.60@	5.00
Phenylethyl Valerianate	6.25@	7.00
Phenylpropyl Acetate	4.50@	5.10
Safrol	.65@	.80
Scatol C. P. (oz.)	3.50@	4.10
Styrolyl Acetate	2.30@	3.00
Vanillin (clove oil)	4.00@	4.50
(guaiacol)	3.00@	3.05
Lignin	3.00@	3.05
Vetiver Acetate	32.00@	37.50
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Yara Yara (methyl ether)	2.15@	2.60

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Tonka Beans Surinam	.90@	1.00
Angostura	1.75@	1.80
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Mexican, whole	5.00@	5.80
Mexican, cut	4.50@	5.00
Bourbon	4.75@	5.50
Tahati	3.00@	3.25

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Acetone	.09@	.14
Ambergris, ounce	8.50@	18.00
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Peru	.85@	1.05
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U. S. P.	.70@	.73
Yellow, refined	.61@	.63
Bismuth, subnitrate	2.30@	
Borax, crystals, carlot ton	79.50@	99.50
Boric Acid, U. S. P., ton	129.00@	133.50
Calcium, phosphate	.08@	.08¾
Phosphate, tri-basic	.0660@	.0730
Camphor pwd., domestic	.58@	.60
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Citric Acid	.24½@	.26½
Civet, ounce	5.50@	20.00
Cocoa, Butter, carlots	.50½@	.52½
Cyclohexanol (Hexalin)	.21½@	.22
Fuller's Earth, Mines ton	27.00@	30.00
Glycerin, C. P.	.39¼@	.40
Gum Arabic, white	.30@	.35
Amber	.12½@	.14
Gum Benzoin, Siam	3.50@	3.85
Sumatra	.34@	.42
Gum Galbanum	.90@	1.00
Gum Myrrh	.38@	.42
Henna, pwd.	.28@	.32
Kaolin	.05@	.07
Labdanum	5.00@	7.00
Lanolin, hydrous	.18@	.20
Anhydrous	.22@	.24
Magnesium, carbonate	.11@	.12¼
Stearate	.43@	.44
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Olibanum, tears	.26@	.35
Siftings	.11@	.13
Orange Flower Water, gal.	1.75@	2.25
Orris Root, Italian	.18@	.25
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Peroxide (hydrogen U. S. P. bbls.	.03¾@	.05
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Stearate Zinc U. S. P.	.42@	.43
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Cottonseed, crude, tanks	.14½@	
Grease, white	.08¾@	
Lard, Chicago	.15@	.15¼
Lard Oil, common, No. 1 drums	.15@	.15½
Palm drums	.22@	.22½
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Stearic Acid		
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